DECEMBER 29, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

IT TAKES MORE THAN POWER to attract and hold an audience!

TAKE THESE 13 IOWA COUNTIES, FOR INSTANCE

THERE'S a vast difference between the people who *can* listen to any given radio station, and the people who *do* listen.

In the ring of thirteen Iowa counties shown at the right, the radio audience *can listen* in the daytime to at least ten stations. Actually, several of those counties have local stations whose signals come in as powerfully as WHO's. Yet the 1947 Iowa Radio Audience Survey shows that, from 5:00 a. m. through 6:00 p. m., *WHO's 13-county average percentage of listening is 65.5%!*

There is only one answer to such listener-preference. That answer is *Top-Notch Programming —Outstanding Public Service.* Write for your copy of the 1947 Iowa Radio Audience Survey and see for yourself.

WHO

+ for Iowa PLUS +

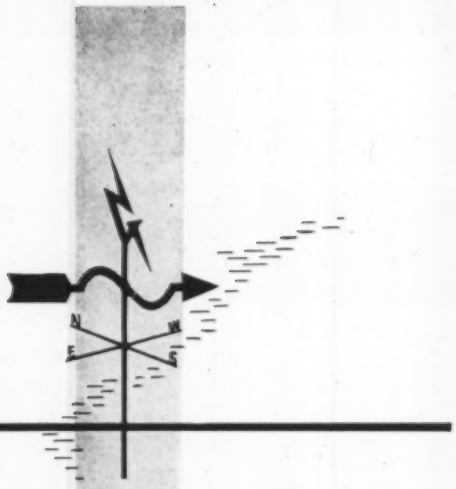
DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

IN THIS ISSUE: YEAREND BUSINESS ROUNDUP

1926 - 1948



Pointing the Way

Founded in 1926—and with professional backgrounds reaching from 1907, the Paul Godley Company has been a pioneering leader in its field. The cornerstones of its reputation have been—always will be—Imagination and Integrity. These vital factors are ready to serve you today—pointing the way toward new frontiers.

Paul Godley Company

Consulting Radio Engineers

BROADCASTING • ELECTRONICS • COMMUNICATIONS

Laboratory: Great Notch, N. J.
Office: Upper Montclair, N. J.
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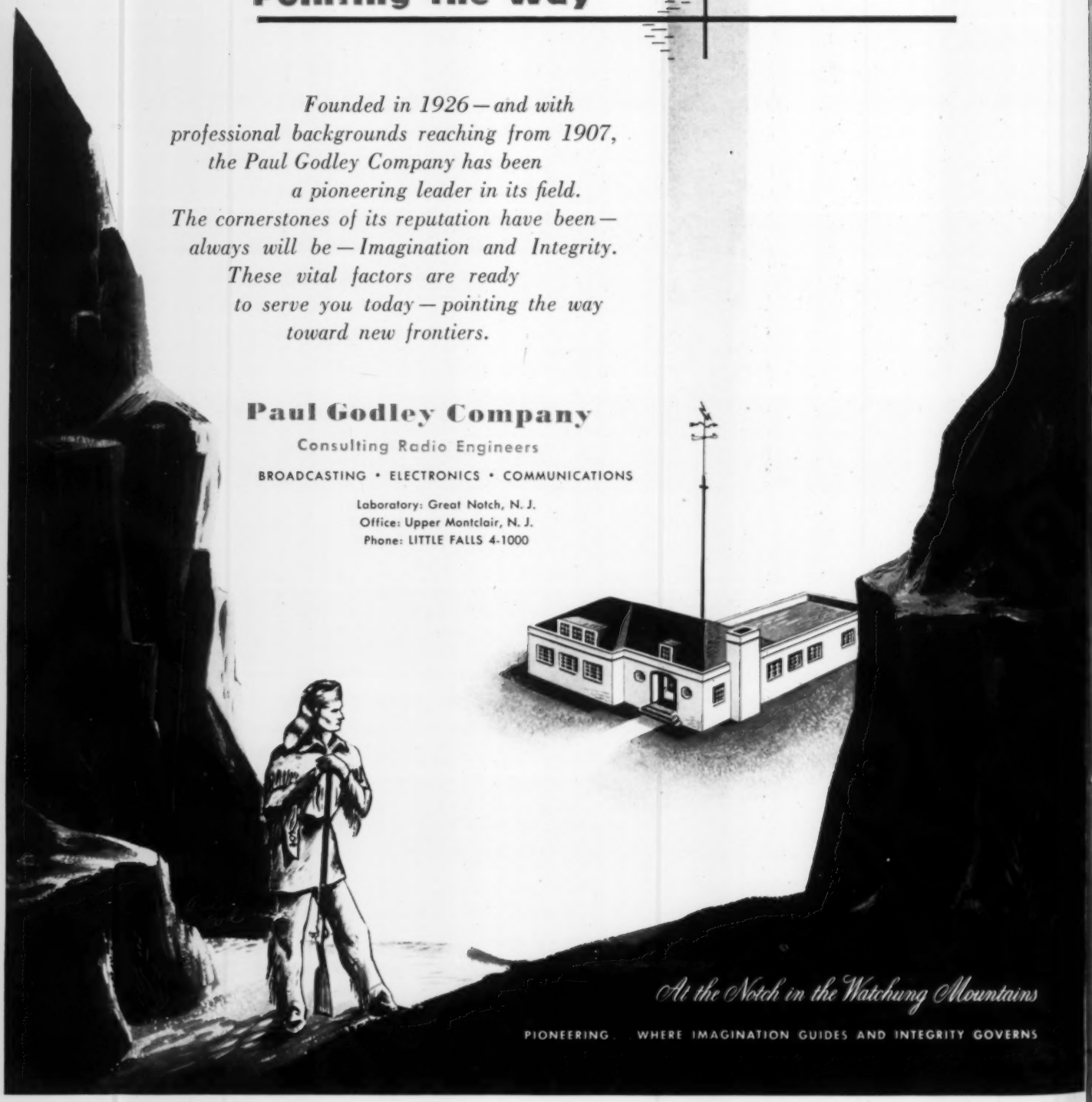


At the Notch in the Watchung Mountains

PIONEERING WHERE IMAGINATION GUIDES AND INTEGRITY GOVERNS

Y

V

You have to *Dig it out!*

We're speaking of SALES in New England

There's gold in New England but it takes technique to dig it out. Only through the Yankee Network and its 23 home-town stations can you get at this rich market. Only the Yankee Network actually gets into and thoroughly covers all the many trading centers.

Only the Yankee Network reaches 89.4% of New England radio homes.

Check today with your Petry man about availabilities in the four editions (8 A.M. - 1 P.M. - 6 P.M. - 11 P.M.) of the Yankee Network's "News While It is News."

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

ublished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

PROVISIONS of revised White Bill (S-1333) which would preclude entry of FCC staffers into radio or practice before that agency for one year following retirement may result in number of resignations of key people to beat legislative deadline. (See bill text page 17.) Commissioners would be precluded from practicing before agency for balance of their appointed term following resignation.

WMAR, call letters of *Baltimore Sunpapers* TV station, will become call for upcoming standard station to operate on 850 kc with 1,000 watts. TV outlet will become WMAR-TV and FM station to go on air within fortnight will be known as WMAR-FM.

BIGGEST WORRY confronting James C. Petrillo in his ban Dec. 31 against recorded music is from syndicates controlling juke-box music. One syndicate in Chicago, formerly identified with Capone-type rackets, reportedly has given notice to AFM czar to behave—or else.

CLARENCE L. MENSER, former NBC vice president in charge of programs, will try radio life on other side of street this month. With FCC approval of transfer of control of WBLW Lake Worth, Fla., to him, station on Jan. 15 becomes NBC outlet. Mr. Menser owns citrus groves near Lake Worth.

DEQUINCY V. SUTTON, former chief broadcast accountant of FCC, now practicing attorney, has become partner in Mississippi accounting firm of Wooton & Wooton and soon will remove headquarters from Hattiesburg to Jackson, specializing in tax work and broadcast economics.

TO MEET demand for set-servicing standards Radio Manufacturers Assn. is working on plan for each manufacturer to issue "authorized serviceman" certificates, much like those given by auto manufacturers to dealer-servicemen. RMA very much on spot in meeting complaints, most of which are said to arise from shops short of business and anxious to run up customers' bills.

TIP-OFF on impending resignation of E. K. Jett from FCC came last Wednesday when he visited Chairman Wallace H. White Jr. (R-Me.) accompanied by FCC's other engineer member, Comdr. E. M. Webster. Understood they urged his support of Chief Engineer George Sterling, as successor. Mr. Sterling, also Maine Republican, had majority leader's endorsement hands down.

JOT DOWN name of Verne Burnett, New York public relations expert and former vice president of General Foods, as best prospect for assignment on behalf Industry Music Committee (see story, page 20). Public Relations

(Continued on page 86)

Upcoming

Dec. 29: Council on Radio Journalism, Warwick Hotel, Philadelphia.

Dec. 29-30: American Marketing Assn., midwinter meeting, DePaul U. and Sheraton Hotel, Chicago.

Jan. 5: NORC Survey Committee, BMB Board Room, New York.

Jan. 6: NAB Research Committee, BMB Hdqrs., New York.

(Other Upcomings on page 80)

Bulletins

WABD New York, Dumont video station, presented films and news of record New York blizzard quarter-hourly starting at 4 p.m. Friday, including official bulletins, warnings from Weather Bureau, to continue as long as storm. Pennsylvania RR bought spots on city outlets Friday recruiting snowshovelers.

FRANK K. WHITE NAMED COLUMBIA RECORDS PRESIDENT

FRANK K. WHITE, CBS vice president and treasurer, becomes president of Columbia Records Inc., succeeding Edward Wallerstein, effective Jan. 5, 1948, Columbia Records announced Friday. Mr. Wallerstein continues as board chairman and chief executive officer.

Mr. White, who joined CBS as treasurer in 1937, has also been vice president and director of Columbia Records and director of Broadcast Music Inc. Mr. Wallerstein has headed Columbia Records since 1938. Both he and Mr. White will continue as CBS directors.

Business Briefly

TEXACO SWITCH ● Texas Co. Dec. 31 starts *Texaco Star Theatre* on ABC Wed., 10:30-11 p.m. and on Jan. 4 replaces *Tony Martin Show* on CBS with new musical program Sun., 9:30-10 p.m. New ABC show features Tony Martin, Evelyn Knight, Alan Young; CBS program also has Miss Knight, with Gordon McCrea. Victor Young orchestra on both programs. Agency, Kudner Agency, New York.

CARNATION, HEINZ RENEW ● Carnation Co. renews for 11th consecutive year sponsorship of *Jewish Philosopher* on WEVD New York. H. J. Heinz Co. renewed fourth consecutive year. Program produced and managed by C. I. Lutsky Enterprises, New York.

INSURERS' FIFTH ● Mutual Benefit Health & Accident Assn., Omaha, Jan. 11 renews on MBS fifth consecutive year, with Gabriel Heatter in new series *Behind the Front Page*, Sun., 7:30-8 p.m. Agency, Ruthrauff & Ryan, Chicago.

SHOTWELL SIGNS ● Shotwell Mfg. Co., Chicago (candy) signed 52-week contract on MBS for *True or False*, 5:30-6 p.m. in each time zone, effective Feb. 7, using full network. Agency, C. Wendel Muench & Co., Chicago.

WRIGLEY CONTINUES ● Wm. Wrigley Co., Chicago, Dec. 28 renewed *Gene Autry Show*, CBS, Sun., 7:30-8 p.m., 52 weeks. Agency, Ruthrauff & Ryan, New York.

SHAMPOO PLANS ● Kay-Daumit plans national campaign, including radio, for new Lustre-Creme tube container. Agency, Lennen & Mitchell, New York.

FCC Day at President Truman's Office

(Story on page 11)

NOON, Friday, Dec. 26:

President Truman's letter:

"Dear Mr. Jett:

"It is with genuine regret that I accept your resignation as a Member of the FCC, effective at the close of business on Dec. 31, 1947. Yours has been a long and distinguished service to the Government, first in the Navy and then with the predecessor agencies of the FCC and with the Commission itself. In view of the personal problems which you have outlined to me I cannot insist upon your continued service.

"I should like to express specifically my commendation of the fine work you have done as the United States representative at many international communications conferences and on interdepartmental committees coordinating governmental activities in the communications field.

"You carry with you as you return to private life my best wishes for your success.

"Very sincerely yours,

"HARRY S. TRUMAN."

Commissioner Jett's letter:

"My Dear Mr. President:

"For a long time I have felt a desire to enter private life where I may take up specialized work in the radio field. Acordingly, but with considerable reluctance, I hereby tender my resignation as a Commissioner of the FCC. I would like it to become effective on Dec. 31, 1947.

"It has not been easy to make this decision after having served in the Government for nearly 37 years. During all this time, including 18 years in the Navy and nearly 19 years with the Commission, I have been richly rewarded by association and friendship with officials and employes throughout the Government. Similarly, I have received the wholehearted support of representatives of industry and other organizations in assisting the Government with its many problems.

"For all of this, I wish to express my deep appreciation, and to you I am especially grateful for the opportunity to have served as

(Continued on page 86)

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

AMERICAN • MUTUAL

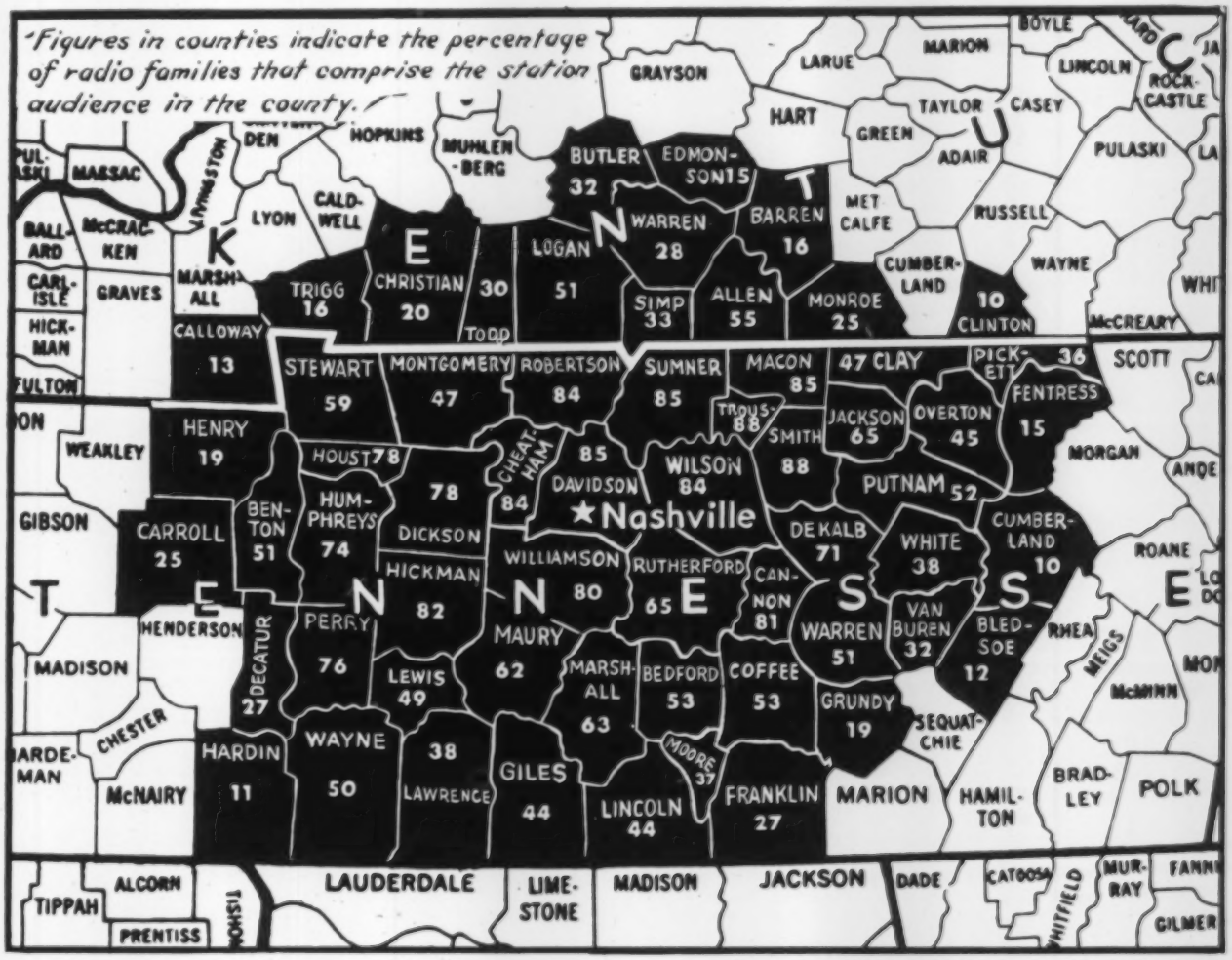
5,000 WATTS • 980 KC

Represented Nationally by The Katz Agency, Inc.

DAYTIME COVERAGE

	BMB County Units	1946 Radio Families	BMB Station Audience Families
Home City Nashville 83%	No. of Counties	47,850	39,810
Home County Davidson 85%		67,540	57,610
Percentage Levels			
80% and over	11	98,290	83,520
70% " "	16	107,030	90,130
60% " "	20	128,750	104,010
50% " "	29	159,060	120,030
40% " "	35	180,260	129,760
30% " "	43	195,490	135,120
25% " "	48	216,800	140,900
20% " "	49	224,490	142,470
10% " "	60	252,610	146,690

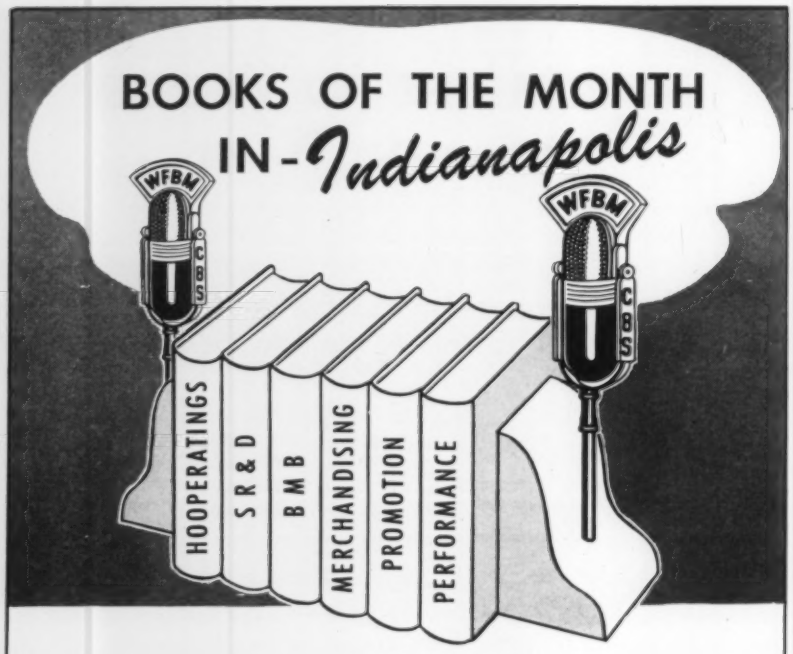
Complete BMB County and City Data available on request.



Base map—Copyright Hogstrom Company, Inc., N. Y., Mapmakers

Map and Tabulation Based on BMB Audience Study No. 1—March 1946

WSIX gives you all three: Market, Coverage, Economy



"HOOPERATINGS:" In 1947, WFBM was tops in Total Rated Time Periods more than any other Indianapolis station.

"STANDARD RATE AND DATA:" More listeners per dollar is an accepted fact among national and local advertisers who consistently buy WFBM.

"BROADCAST MEASUREMENT BUREAU:" An over-all higher percentage of listeners in central Indiana counties than any other reported Indianapolis station.

"MERCHANDISING:" Special field work and personal retail contact . . . every week in the year.

"PROMOTION:" Taxiposters, point-of-sale, theater play-bills, newspaper, direct mail . . . hard punching and consistent.

"PERFORMANCE:" Live or transcribed shows or announcements receive skilled and professional attention in the details of experienced broadcasting.

•

WFBM
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Jo Hailey, Bob Luce, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan. Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

George L. Dant, *Adv. Production Manager;* Tom Stack, Harry Stevens, Eleanor Schadi.

AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*

Dorothy Young, David Ackerman, Pauline Arnold, Warren Sheets, Chapalier Hodgson, Margaret Gleason, Jeanette Wheelock.

PROMOTION

WINFIELD R. LEVI, *Manager*

Betty Beckanstin.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell, Anita Lamm.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral* 4115
William L. Thompson, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor.* Ann August.

TORONTO BUREAU

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes, *Manager.*

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

Hoku . . .

(STARS IN HAWAIIAN)

THE stars shine bigger and brighter on KULA . . . Hawaii's most powerful broadcasting station serving one of America's *richest* markets! Night and day KULA stars with such great ABC shows as Henry Morgan . . . Jack Parr . . . Walter Winchell . . . Bing Crosby . . . Gangbusters . . . Drew Pearson . . . and Hawaii's own Pidgin-English comedian Moki! All in all 93 ABC programs weekly, plus outstanding news coverage with Vick Eckland, former ABC War Correspondent, makes KULA the station that *sells* Hawaii . . . the "New West of America!"

All Hawaii is saying that the best shows today are on KULA

KULA

10,000 WATTS • 690 KILOCYCLES • ABC AFFILIATE

PACIFIC FRONTIER BROADCASTING CO., LTD., HONOLULU, HAWAII

FOR INFORMATION ON THE HAWAIIAN MARKET—FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII SEE

ABC or AVERY KNODEL, Inc., National Representatives

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

For Profitable Sales Advertise in these 5 PROSPEROUS MARKETS

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WORK
York, Pa.
Established 1932

WEST
Easton, Pa.
Established 1936

NBC AFFILIATES

STEINMAN STATIONS
Available individually to suit your needs. Write:
Sales Representative
RADIO ADVERTISING COMPANY

Feature of the Week

"THE HOUSE that 'J. C.' built" may well be the proverbial household phrase of staffers at KURV Edinburg, Tex. For Station Owner J. C. Looney, southern Texas businessman and farmer, has invested some $26,700 in housing to help his employes beat the shortage in a town where no other quarters are reported available. KURV is assigned 250 w daytime on 710 kc. Its FM station began operations this month.

For KURV Manager Louis Aiken and his family a five room house valued at $8,700 has been constructed. Nearby a four-unit apartment has been built at a cost of $18,000. Each apartment unit contains a large combination living room-dining room, bedroom, bath, kitchen and fully-screened back porch. A four-unit garage is included.

The apartments are rented at $50 each and they presently house the assistant manager and copywriter (both girls), the program director and traffic director (man and wife) and two engineers and their wives.

And that's not all. From Mr. Looney's extensive fruit and vegetable farm the station employes receive at little or no cost food for the table. It's grown all year round, too. On occasion they have been invited to go out and gather all they wish and just after the winter harvest the remains of various crops could be obtained at the packing sheds at a very nominal price.

Sellers of Sales

IN the realm of astrology a person born in October under the sign of Libra (the scales) is credited with having a special knack for weighing the various intricacies of life. Florence A. Neighbors, of Goodkind, Joice & Morgan Inc., Chicago, has been doing just that in a more than creditable way in her capacity as media director (as well as secretary) of that agency.

A native Chicagoan, Florence attended Englewood High School on Chicago's south side, and followed up by taking business courses. Her first position was with the F. R. Steel Advertising Agency, which gave her wide latitude for utilizing her talents and energies. The more she learned, the more fascinated she became, with the inevitable result that she was soon specializing in media with that organization. Later, in the early '30s, she joined Carroll Dean Murphy Inc., Chicago, as media director.

FLORENCE

Widening experience has never diminshed her enthusiasm, and today she buys time for such users of radio as Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., the Hooker Glass & Paint Mfg. Co., and the Burlington Brewing Co. (Van Merritt beer).

Florence's interest in the companies for which she buys time is really personal, to the extent that guests dropping in at her north side residence are likely to be served one or more of the products for which she buys time and space.

In explaining this interest, Florence echoes a satisfaction entertained by most timebuyers—that of "feeling you have done a personal selling job on the product itself." And she doesn't let her enthusiasm for the job abate there, for she burns midnight oil in keeping abreast of the periodicals and other trade literature.

Traveling is one of her chief hobbies, for Florence is a great believer in seeing and studying, first-hand, markets the country over.

This year Florence will complete ten years with Goodkind, Joice & Morgan, which means, of course, that she is a charter member of the firm. In looking back to the agency's early days, Miss Neighbors recalls, with a kind of sentimental reverence, the year 1938 when she and the late Lewis Goodkind, founder of the agency, conducted the organization's business on one portable typewriter in a small office.

Today, by contrast, GJ&M is bursting out the seams of the 35th floor of Chicago's Palmolive Bldg. on N. Michigan Ave., and is affiliated with the Raymond R. Morgan Co. of Hollywood.

Florence is unmarried and her hobbies besides traveling, are reading and the theatre. She has several nieces and nephews, two of whom are well known in their own right. One nephew is Jack Bainbridge, the writer; the other is Richard Widmark, an up-and-coming movie actor.

☆ North Carolina Is The South's No.1 State and North Carolina's No.1 Salesman is

WPTF
680 KC 50,000 WATTS NBC AFFILIATE
Raleigh, North Carolina
FREE & PETERS, Inc., National Representatives

"RETAIL SALES exceed One Billion Dollars in 78 counties where WPTF has 50-100% BMB penetration. 2,876,500 people live in this primary market." Richard Mason, Manager

"YOU PAYS YOUR MONEY... AND YOU TAKES YOUR CHOICE!"

City: Memphis, Tenn.—Calls: 31,149—Months: October-November, 1947

TIME	Sets in use	A	B	C	D	E	—	FM & Others
Weekday morning Mon. thru Fri. 8:00 A.M.— 12:00 Noon	16.2	7.3	16.8	24.7	18.3	20.5	.....	12.4
Weekday afternoon Mon. thru Fri. 12:00 Noon— 6:00 P.M.	19.1	10.7	18.0	32.1	11.3	18.3	.....	9.6
Evening Sun. thru Sat. 6:00 P.M.— 10:00 P.M.	29.1	11.0	11.7	35.0	14.5	27.4	.....	0.4

HOOPER* SAYS

City: Memphis, Tenn.—Calls: 24,964—November 9 thru 15th, 1947

TIME	Sets in use	A	B	C	D	E	F	FM & Others
8:00 A.M.—Noon	17.9	13.4	14.4	17.3	21.5	18.5	12.8	2.1
Noon—6:00 P.M.	18.4	14.2	15.8	27.5	12.7	15.3	11.5	3.0
6:00 P.M.— 10:30 P.M.	32.2	10.8	10.1	36.2	16.5	25.7	.....	.7

CONLAN* SAYS

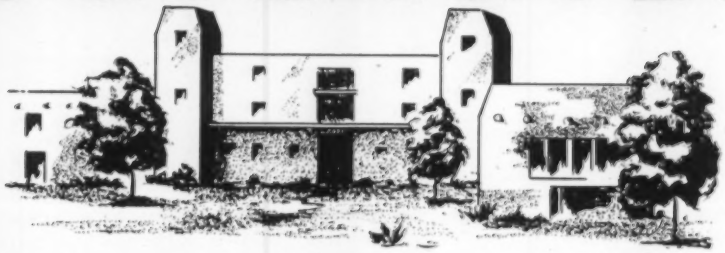
Buying Time Based Solely On A Conlan Or A Hooper Is Like Buying A Piece Of Merchandise Based Only On The Price Tag

★ 5 of the 6 Memphis stations subscribe to Hooper and 5 of the 6 Memphis stations subscribed to Conlan.

WMPS SAYS

ASK YOUR FAVORITE MEMPHIS STATION FOR DETAILS

how would you like a STORY OF THIS SORT in ALBUQUERQUE?



● If you are scatter-gunning your advertising appropriation too thinly over the entire nation, maybe you'll be interested in this typical story of Bull's-Eye Radio.

Six years ago, the Galbreth Franciscan Furniture Company was a one-man operation in an Albuquerque backyard. Then Mr. Galbreth began using spot radio on KOB, in his own home town. Today he says that KOB is responsible for his two large and modern retail stores, and for his brand-new furniture factory which sells all over the Southwest.

Bull's-Eye Radio—spot radio—permits you to spend the *right* amount of advertising money in any market or markets you choose. It is the *sensible* kind of radio for probably 99 out of every 100 manufacturers in the land. How about discussing whether it makes sense for *you?*

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC-KFRM
LOUISVILLE	WAVE
MILWAUKEE	WMAW
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI
TELEVISION:	
ST. LOUIS	KSD-TV

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

NEW YORK: *444 Madison Ave.* | CHICAGO: *180 N. Michigan Ave.* | DETROIT: *Penobscot Bldg.* | FORT WORTH: *406 W. Seventh St.* | ATLANTA: *Palmer Bldg.* | HOLLYWOOD: *6331 Hollywood Blvd.* | SAN FRANCISCO: *58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 33, No. 25 WASHINGTON, D. C., DECEMBER 29, 1947 $7.00 A YEAR—20c A COPY

Wayne Coy Appointed FCC Chairman

Truman Also Selects Sterling To Succeed Retiring Jett

TERMINATING months of speculation about future makeup of the FCC, President Truman last Friday announced the appointment of Wayne Coy, director of the *Washington Post* stations, as chairman of the FCC. Chief Engineer George E. Sterling, Maine Republican, was elevated to a commissionership in succession to the veteran E. K. Jett, who resigned the same day to become vice president and director of radio of the *Baltimore Sunpapers* on Jan 1. The *Sunpapers* have WMAR (TV) on the air and hold grants for both AM and FM.

Messrs. Coy and Sterling assume office as recess appointees. They will be nominated formally when Congress convenes Jan. 6, and their appointments will be subject to Senate confirmation.

Mr. Coy will be sworn in promptly—probably today (Monday). Because Mr. Jett's resignation does not become effective until Dec. 31, Mr. Sterling will not assume his post until after the first of the year.

White House Secretary Charles Ross announced the Jett resignation and the Sterling appointment in the President's name Friday afternoon, shortly after Mr. Jett had conferred with the President. Later that day, the President announced Mr. Coy's appointment to the chairmanship along with a statement outlining his reasons for the recess appointment (See page 4).

Mr. STERLING

The new appointments came a fortnight ahead of predictions. It would not surprise observers to see another resignation—that of Left-Wing Commissioner Clifford J. Durr, Alabama Democrat—occur within a few weeks. He has been at loggerheads not only with fellow commissioners, but with FBI Director Hoover and with the Republican and conservative Democratic wings of Congress.

Served Under Roosevelt

Mr. Coy, 44, a Democrat who served two years as one of the late President Roosevelt's anonymous assistants and was Assistant Director of the Budget from 1942-44, was named to succeed Charles R. Denny, who left the Commission chairmanship Oct. 31 to become vice president and general counsel of NBC.

The selection of Mr. Coy was first predicted by BROADCASTING last October, though it had been indicated that President Truman would await the reconvening of Congress before formally disclosing the choice.

Mr. Jett's resignation and the choice of Mr. Sterling to succeed him also had been anticipated [BROADCASTING, Aug. 11; *Closed Circuit*, Dec. 22], but it was not generally expected that the changes would be forthcoming before the end of the year. Like former Chairman Denny, Mr. Jett is leaving primarily for financial reasons. Although the revised White Bill (story page 17) would boost Commissioners' salaries to $12,500 a year, present law limits the pay to $10,000.

Mr. Jett conferred with President Truman at 11:45 a.m. Friday. He told the President that he left government reluctantly, after 18 years in the Navy and 19 with the Federal Radio Commission and the FCC. It is believed he urged appointment of Mr. Sterling, feeling that there should be at least two engineers on the Commission of seven, and that Mr. Sterling was particularly qualified for handling of such important matters as the NARBA conferences governing distribution of AM channels among the North American nations.

Mr. COY

The President apparently made up his mind on the appointments after having conferred last Tuesday with Mr. Coy, who advised him of Mr. Jett's impending resignation and the urgent need for full strength on the agency. Commissioner E. M. Webster leaves shortly for London to attend an international safety conference, and if the vacancies had not been filled the FCC would have been left with only four members.

Mr. Jett had tentative proffers of three positions in private industry.

Stipend in New Post

In his new post, Mr. Jett is expected to draw approximately $25,000 per year. He also will qualify for his Navy retired pay of nearly $4,000 per year, which he has never drawn because Government regulations specify that only one salary may be paid to a Federal servant.

Last August BROADCASTING first predicted that there would be three resignations from the FCC before 1947 ended, naming Messrs. Denny, Jett and Durr. Mr. Durr's resig-

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The New Commission . . .

. . . An EDITORIAL

THE FCC has a new quarterback. Calling the signals is Wayne Coy of Indiana and Washington, first man ever to preside over that agency fresh from station management.

There's another new first team member too —George E. Sterling, who steps up from chief engineer, as did his predecessor, E. K. Jett. Mr. Sterling is a Maine Republican, but he has spent virtually all his adult life in radio regulation and on the technical side. It is fortunate that he was there, ready to step into the spot occupied for the last four years by Jack Jett. For there's no more important aspect of the FCC's work than the technical side. That has been underlined by the blunders of the past in allocations affecting not only AM (where secondary service is a travesty, except for clear channel stations) but in FM and perhaps in television too.

Mr. Coy for the past four years has been running WINX Washington, a local independent forced to compete in what has become perhaps the nation's most overcrowded market. He has met payrolls. He has filled out FCC forms. He has found that independent station operation requires shirt-sleeve work and something more than the traditional 40-hour week stint.

On the other side of that picture is Wayne Coy's background as a top assistant to the late FDR, as chief lieutenant to Indiana's Paul V. McNutt while he was Governor, High Commissioner of the Philippines and Federal Security Administrator, and as a top flight newspaperman. Mr. Coy's forte is administration. He is a quiet reserved man of tremendous capacity. He is an erstwhile New Dealer, and certainly a liberal in the truest sense.

Mr. Coy has been opposed by some who say he is a prototype of the chairmanship "dynasty" that started with James Lawrence Fly, continued with Paul A. Porter and Mr. Denny The fact is all three of the ex-chairmen originally were on the band-wagon for Brig. Gen. Telford Taylor, former General Counsel now prosecuting the Nazis in Nurenberg.

Mr. Coy's stewardship will be observed with interest. Will the practical broadcaster strain manifest itself? Or will the predatory instincts of mailed fist regulation—a continuation of the "dynasty"—take over?

We think both appointments are good. It is the President's prerogative to name his man to the chairmanship, and his men to the agency, with the consent of the Senate. The FCC needs its full strength—to handle that which we construe its proper function—regulation of the physical aspects of radio broadcasting, along with the common carrier and safety services. If the FCC these past dozen years hadn't meddled so much in broadcast programs, economics and aesthetics, the technical picture would not have been botched and the people would be getting excellent service instead of the mediocre signals now provided on most all broadcast channels.

To Mr. Jett, all in broadcasting wish Godspeed, good health and deserved good fortune in private life. He warrants it after 37 years of unselfish, uninterrupted Government service. The Government's loss is the *Suupapers'* gain. American radio and communications are better off because of his exemplary stewardship. And Radio by the American Plan will profit from the statesmanship he is certain to provide as a broadcaster on the other side of the line.

Wayne Coy Named

(*Continued on page 11*)

nation is still regarded as imminent, and, according to informed circles, probably would have materialized by now had it not been for the persistent predictions by this journal that he would quit. Whether or not he resigns, it now is felt a foregone conclusion that he won't be reappointed when his term expires June 30, and that if, perchance he should be by virtue of concerted left-wing campaign, he would not win Senate confirmation.

In his new post, Mr. Jett returns to the town of his birth and childhood. His parents still reside in Baltimore. Since WMAR took the air two months ago, Neil Swanson, executive editor has been directing its operations. Donald Withycomb, former manager of WFIL Philadelphia, for more than a year had served as radio advisor to the *Sunpapers*, but left that post several weeks ago, largely because of the illness of his wife, who was under doctor's care at their New York home.

A station manager, it is believed, will be named to serve under Mr. Jett. The new FM station is expected to take the air within a fortnight. The AM station, to operate on 850 kc, with 1 kw fulltime, will be in operation during 1948.

Mr. Sterling is a native of traditionally Republican Maine and his family for years has voted the straight Republican ticket. His appointment as a Republican, along with Mr. Coy's designation as a Democrat, helps both the political and geographical distribution of the Commission, which now lines up as follows:

Democrats: Coy, Indiana; Walker, Oklahoma; Durr, Alabama.

Republicans: Hyde, Idaho; Jones, Ohio; Sterling, Maine.

Independent: Webster, District of Columbia.

Mr. Jett was named as an independent from Maryland. Mr. Denny was labelled a Democrat from Maryland.

Mr. Sterling, now 53, a veteran of service with both the FCC and its predecessor Federal Radio Commission, and before that with the Bureau of Navigation of the Dept. of Commerce, has been chief engineer since last April 30 and headed the U. S. delegation to the pre-NARBA engineering conference at Havana last month.

His elevation to a Commissionership confronts the Commission with the problem of finding a successor for the chief engineer's post—a task which presumably will not be undertaken until Mr. Coy actively assumes the role of Chairman, although it was conceded that any recommendation by Mr. Sterling would carry great weight.

Others Named

Several names have been mentioned for appointment as chief engineer, notably the present assistant chiefs. These include George S. Turner, who succeeded Mr. Sterling in that post and who heads the Engineering Dept.'s Field Engineering & Monitoring Division; John A. Willoughby, senior assistant chief engineer who is responsible for engineering contacts relating to new broadcast stations and applications and, particularly, for liaison with the Civil Aeronautics Administration; William H. Krebs, in charge of Marine Radio & Safety Division, and Marion H. Woodward, head of the Common Carrier Division.

Mr. Turner, by virtue of his long association with Mr. Sterling, probably is in the best position for the successorship. Mr. Willoughby heretofore has preferred to concentrate on broadcasting and related engineering, which constitutes a substantial portion of the engineering man-hours of the FCC, and may not be a candidate for the top post.

It was regarded as conceivable that the Commission might go outside the FCC in its search for a new chief engineer.

President Truman's nominee for the chairmanship, a former journalist and Federal administrator, has been in radio since 1944, when he joined the *Washington Post* as assistant to Eugene Meyer, the owner.

During his four years with the stations he has been prominent in the affairs of FM Assn. and its predecessor, FM Broadcasters Inc.; has served as a small-stations director of NAB and on many NAB committees, and headed the industry committee which counseled with FCC and the Budget Bureau in working out the recent wholesale reorganization of FCC broadcast application forms.

Mr. JETT

He was born in Shelby County, Ind., on Nov. 23, 1903, graduated with an AB degree from Franklin (Ind.) College in 1926 and went back 14 years later to receive the honorary degree of Doctor of Letters. In 1926 he became city editor of the *Franklin Star*, where he had broken in as a reporter at 16, and from 1930 to 1933 he was editor and publisher of the *Delphi* (Ind.) *Citizen*.

His political career started in 1933 when he quit the newspaper business to become secretary and assistant to Paul V. McNutt, who had just been elected Governor of Indiana. He served as director of the Governor's Commission on Unemployment Relief and then organized and was administrator of the State Welfare Dept. From 1935 to 1937 he was state and regional administrator of WPA.

He served with Mr. McNutt during the former Governor's tenure as High Commissioner of the Philippines and subsequent service as administrator of the Federal Security Agency. In the latter agency, Mr. Coy was assistant administrator. Two years later, in 1941, he went to the White House as special assistant and liaison officer of the White House and Office of Emergency Management.

He is married to the former Grace Cady. They have two children, Stephen Cady, 16, and Albert Wayne Jr., 9.

Mr. Coy is known to have rejected several offers of both Government and private jobs since he left Government to join the *Post* in 1944. Among these was an offer to become assistant secretary general of the United Nations, under Trygve Lie, which he turned down in March 1946.

Mr. Coy's appointment is for the term ending June 30, 1951, while

(*Continued on page 80*)

Industry Sees Further Gains in 1948

Timebuyers Predict Largest Rise in National Spot

By J. FRANK BEATTY

TIME SALES will continue to increase in 1948, in the opinion of a majority of agencies, stations and networks.

Though some fear of a light recession appears in predictions obtained in a nationwide survey by BROADCASTING, a predominant share of timebuyers and station managers look for another record year for the broadcasting industry.

Among agencies, nine out of ten expect time sales to increase. Most of them look for a gain of 10% to 20% for the year, with an average of 16%. This would fall below the anticipated rise in 1947 time sales over 1946.

Timebuyers predict a larger increase in national spot than in network business. Some of this increase will consist of higher rates for station time, and buyers want better service if costs are above 1946. Of agencies planning to spend more on radio next year about half also plan to incease their expenditures in other media.

Among station managers, seven out of ten expect a general increase in radio business, their predictions being more modest than those of the men who spend the advertisers' money. Of those who expect an increase, seven out of ten believe it will be spread over all types of business; half expect local sales to increase; six out of ten look for more national sales.

Eight out of ten station managers believe their stations will get more business in 1948, with most of the rest looking for no change in 1948 and a few expecting a decline.

Despite oft-expressed fears over spread of broadcast income among a fast-growing list of stations—AM, FM and television—87% of station managers say they expect to feel no material effect on their own business. A few believe entrance of new stations will stimulate sales activity and bring better business. Only 8% fear a decrease, and in some cases it is thought the decrease has already been felt. Those looking for a decline expect TV and FM to be important elements, though not ignoring new AM operations.

Over a third of the agencies contacted said they intended to buy some FM time in 1948. In no case was the expenditure to be heavy. More than half of the agencies said they did not intend to buy any FM next year.

Video's Allocation

A similar situation prevails in television, with 44% saying they plan to use video in small amounts and 53% saying they did not plan to buy visual time. A few agencies look for a spectacular increase in television next year.

Optimistic predictions for broadcasting in 1948 appear to be based on careful analysis of main factors affecting the national and international business situation.

Among unfavorable factors cited by agencies and stations alike are increased food prices, shipment of food to Europe, general inflationary trends with consumer resistance, tightening of bank credits, and political uncertainty here and abroad.

On the other hand, both groups take the position that the general business outlook is good. Appearing here and there, however, is the fear that a recession may come in mid-year or late in the year. Even so, most of those taking a pessimistic stand feel any falling-off in business will be purely temporary.

Pointed warnings were given by several agencies on division of the listening audience among more stations, including AM, FM and TV. Historical advocates of lower time charges, they cite this division as a good reason for lower AM rates. At the same time they concede that persuasive power of the air medium, along with low-cost circulation and flexibility, still are advantages enjoyed over competing media.

Throughout the questionnaire replies of agencies is an indication that national spot will enjoy an unusually sharp climb in 1948. Not a single agency said it planned to decrease spot expenditures, and only a few expect to cut their network time purchases.

Agencies are giving both FM and television the "once-over," they indicate. With its special techniques and dramatic appeal, television appears to be arousing more interest but whether this will be manifested in actual time purchases remains to be seen. FM is arousing most interest outside the metropolitan centers, with television still a big-city medium.

The local advertising picture is not clear from replies of agencies, perhaps due to the fact that most of the respondents were in metropolitan centers. Among stations, on the other hand, there is confidence that local sales will move upward.

Retailer Opportunities

As Frank E. Pellegrin, NAB Director of Broadcast Advertising, points out, retail stores offer a scarcely tapped field for broadcasters—a half-billion-dollar field in his opinion. Here new stations of all types will concentrate their sales efforts in 1948.

Station managers list a large number of businesses and services from which they expect increased income in 1948. Dominating the list are home appliances, automotive and general retail. Others include apparel, food, drug, cosmetics, hard merchandise, farm implements, heavy industry, political candidates, department stores, farm feeds, travel agencies, hotels, restaurants, night clubs, soft drinks, home furnishings, tobacco and new products.

One ominous sign noted by some respondents to the station and agency questionnaires was the downward trend in the amusement industry. Similar signs have been apparent in the sports field. Both groups have maintained their advertising budgets in an effort to reverse the trend.

As in the case of the survey a year ago, the expected increase in gross revenue will be offset by higher operating costs. This increase is expected to average 13% compared to the 14% prediction a year ago.

The problem of increased station operating costs is a matter of concern to agencies and advertisers as well as broadcasters, questionnaire replies show. Many agencies ascribe their increased radio expenditures solely to higher rates, at the same time contending that new stations, FM and TV are dividing the audience.

On the other hand, stations con-

(Continued on page 72)

AS A BASIS for predictions of 1948 trends in the business of broadcasting, station managers and agency executives in all parts of the country were surveyed by questionnaire. Their replies are analyzed in the accompanying article, with specific comments appearing on other pages in this issue. Agencies and stations alike look for another good year in 1948, with frequent references to an unusually good spot year, continuing the 1947 trend. Tabulated data do not include replies to all questions asked, since responses in some cases were not considered sufficiently conclusive to reflect national trends.

AGENCY SURVEY

Are you going to spend more or less on radio advertising in 1948 than you did in 1947?

More	Less	No Answer
89%	5%	6%

How much more?

16%

What percentage of your radio budget for 1948 is set aside for—

National Spot	31%
Network	40%
Other	29%

If you are increasing your radio budget are you increasing all other media proportionately?

Yes	No	No Answer
47%	14%	39%

Are you using FM in 1948?

Yes	No	No Answer
38%	55%	7%

Are you using television in 1948?

Yes	No	No Answer
44%	53%	3%

Both FM and TV expenditures will be relatively small, the returns indicated. See general business roundup for specific comments by agency executives.

STATION SURVEY

Do you believe 1948 will be a bigger revenue year for radio than 1947?

OVERALL	Yes	72%
	No	11%
	Same	17%
LOCALLY	Yes	52%
	No	16%
	Same	31%
NATIONALLY	Yes	67%
	No	19%
	Same	14%

Do you think there will be an increase in business on your station in 1948?

Yes	No Change	Decrease
77%	18%	5%

How do you expect the increasing number of stations on the air in 1948 to affect earnings of your station?

Increase	Decrease	Little or No Effect
5%	8%	87%

What percentage have you budgeted for increase in operational expenses in 1948 over 1947?

Average—13%

Range—From 0 to 90% [only one respondent answered more than 30%].

Do you think there will be a general business recession in 1948?

Yes	Slight	Boom	Little Change
11%	12%	14%	63%

1948—Looking Into the New Year

J. R. DAVIS
VICE PRESIDENT IN CHARGE SALES AND ADVERTISING, FORD MOTOR CO.

THE COMPANY will continue *The Ford Theatre* in 1948. The *Fred Allen Show* and *RFD America* are dealer-sponsored. All media expenditures are allocated quarterly, so we cannot forecast for the full year. For the first quarter of 1948 the expenditures will be approximately the same as for the same period in 1947. The company will use at least as much or more television during 1948 as in 1947, but we cannot say exactly how much at this time. We are not now contemplating the use of FM. While a strong sellers' market appears likely for another year or two for popular-make passenger cars, all advertising and merchandising efforts of the Ford Motor Co. will continue to be used toward the eventual buyers' market as a definite aid to Ford's leadership objective in the low-priced field.

* * *

NILES TRAMMELL
PRESIDENT, NBC

Mr. Trammell

THE NATIONAL Broadcasting Company views the sales picture for 1948 with optimism. We expect 1948 to be as good as, or even better than, 1947 which was our best year from a revenue standpoint. Television will make great strides in 1948 and the sales-wise will continue to complement sound broadcasting as more and more advertisers enter this new medium.

* * *

FRANK SILVERNAIL
BATTEN, BARTON, DURSTINE & OSBORN INC., NEW YORK

Mr. Silvernail

IT IS DIFFICULT to answer the questionnaire submitted with your letter of Dec. 5 because we do not give out billing figures on various media; but perhaps a few statements on our radio and television activity will be of interest. Radio billing in 1948 with BBDO will be well in excess of 1947. The increase is applicable to both spot and network radio. The percentage of increase is not available. Other media, such as magazines, newspapers and outdoor, also will show slight increases. We are not using FM to any extent and, while we expect more television activity in 1948, it is not possible to estimate a percentage figure. On general business conditions as applied to advertising, it is our belief that it will show an increase, perhaps as much as 10%.

* * *

EDGAR KOBAK
PRESIDENT, MBS

Mr. Kobak

THE BUSINESS outlook for 1948 at Mutual is highly favorable. Although our gross billings for 1947 were slightly lower than last year —about 10%—I would like to point out that the sales report for 1946 showed a terrific gain of 25% in the gross billings to bring it to almost $26,000,000 for the year. There had to be a leveling off in radio advertising, but the situation reflects the readjustment from a wartime to a peacetime economy and is a situation that has been noticed in all other related and unrelated fields. A steady influx of new business has proven that the faith of the advertiser in radio is strong. Rising costs, material shortage and labor difficulties will bring about a reappraisal of advertising values. Advertisers will look for the most for their money.

* * *

J. B. CONLEY
GENERAL MANAGER, WESTINGHOUSE RADIO STATIONS

Mr. Conley

THE SENSATIONAL advance made by television, especially during and since the 1947 World Series, the growing trend toward commercial FM operation, and, most of all, the accepted place in American business won by AM broadcasting over the last 27 years will combine to make 1948 a banner year for radio. Naturally, competition will become keener as more and more stations go on the air; but out of this expansion will come a greater recognition of radio's many services and, as this appreciation grows, a more imaginative use of its facilities.

* * *

HERBERT A. CARLBORG
CBS RADIO SALES

1948 WILL BE a pretty good year for spot broadcasting business—appreciably better than 1947. Effect of FM and television on this phase of radio sales, one way or another, will not be great. There is a continuing trend among client stations toward programs rather than announcements.

* * *

BLAYNE BUTCHER
RADIO DIRECTOR, NEWELL EMMETT ADV. AGENCY, NEW YORK

IN A SENSE 1947 was a radio experimental year for some Newell-Emmett clients, since they were faced with the swing back from advertising's war days to highly competitive postwar selling. Most of the 1947 radio campaigns proved so successful that duplication of these efforts is expected during the coming year. While any major changes in clients' radio policies are not expected, 1948 should clinch these clients reevaluation of the medium to a great extent.

* * *

MARK WOODS
PRESIDENT, ABC

Mr. Woods

ABC has concluded its most successful year establishing records in programming, facilities improvements, and in sales. Gross billings from the sale of network radio time during 1947 were $43,548,057, an increase of 7.22% over the 1946 figure.

With production increasing, and a still unsatisfied demand for consumer goods, 1948 should bring even a better market than 1947. Advertising through radio broadcasting and through other media should increase during the coming year.

With new technical developments and with the continuing demand on the part of the nation for goods, present indications are that the coming year will establish further records in the fields of radio and its allied arts.

* * *

RICHARD RETTIG
VICE PRESIDENT IN CHARGE OF ADVERTISING, WHITEHALL PHARMACAL CO.

Mr. Rettig

THE COMPANY is planning to spend 20% more in radio advertising in 1948. The 20% increase will be in both network and national spot radio. The firm's budget breaks down into 80% for network radio and 20% for spots. The firm also plans to increase other media to some extent in 1948. However, radio will be used more than any other media. Business will be good for 1948.

COMPANY STATEMENT OF McCANN-ERICKSON INC.
NEW YORK

PROSPECTS will be good. However, with 2,000 AM and FM stations operating today compared with less than 1,000 in 1943, also television growing in New York and other major cities, AM audiences are being so divided that share of audience trend is downward for majority of programs. If this continues AM radio rates may have to be correspondingly adjusted downward.

* * *

JUSTIN MILLER
PRESIDENT, NAB

Mr. Miller

THE BROADCASTING industry should show a continued upward trend in 1948, both in receipts from sale of time and the quality of service provided for the American audience. A survey by the Dept. of Research indicates that income increased about 8% in 1947. There is nothing to suggest any interruption to this trend in the near future.

Offsetting the increase in time sales, however, is a 9% increase in operating expenditures. Moreover, the total industry income must be spread among more stations. These factors obviously call for close attention to operating efficiency and steps to make the medium more attractive to national and local advertisers.

The association's campaign to raise program and commercial standards will continue throughout the coming year. Important progress in this long-range project was made in 1947 and new standards of practice will go into operation when refinements have been worked out by the Board of Directors to the satisfaction of the membership.

Further Congressional study may be expected on proposed new legislation. NAB will continue to follow these legislative steps closely and to present the broadcasters' point of view to Congress.

Attention has been focused on the restraining influence of the FCC's Mayflower decision, with its unappealable ban on editorializing by stations. As a result the FCC will hold a hearing in the near future at which the whole subject will be reviewed.

The association will watch international developments closely, with its Engineering Dept. taking part in a series of conferences in which the fate of hundreds of station assignments will be at stake. Every effort will be made to prevent unwarranted raids on the broadcasting band and to encourage international cooperation in its more effective use.

Media Spokesmen Are Cheerful—1948

DONALD W. THORNBURGH
VICE PRESIDENT
CBS WESTERN DIVISION

THE BUSINESS outlook for the first half of 1948 is generally good, and should match the very satisfactory levels of the last year.

The influx of new stations in the Southern California area will unquestionably take some marginal business, but the popular programs and features established by the leading stations will not be greatly affected by these new stations. They will tend to redivide the business of the smaller stations in the area.

Mr. Thornburgh

Television should advance very rapidly in Southern California in 1948 since the people here are more than normally show-minded. It is my belief that television will not be competitive to radio, but will be received as an entirely new medium of entertainment.

FM will not greatly affect AM broadcasting in our locale unless it becomes possible to duplicate programs over both media. If that is worked out with the unions, FM should develop very rapidly in Southern California.

We are hopeful that the musicians' union contract will be settled without any drastic action on the part of the union.

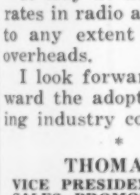
It may be necessary to increase rates in radio as our rates have not to any extent reflected increased overheads.

I look forward optimistically toward the adoption of a broadcasting industry code in 1948.

* * *

THOMAS H. LANE
VICE PRESIDENT IN CHARGE OF SALES PROMOTION AND ADVERTISING, REXALL DRUG CO., LOS ANGELES

WHEN we first undertook a national advertising campaign three years ago, with radio playing a major role, our purpose was to build strong public acceptance of the name, Rexall, as meaning "fine drug stores and fine drug products." This had to be a long-term institutional effort. It is our intention to continue our present campaign, which includes the weekly Jimmy Durante program on NBC, into 1948. On behalf of our company-owned stores (Liggett - Owl - Sontag - Lane - Rexfro), we will carry on with our local broadcasting which has been increased to the point where we now have 47 local programs in our major retail markets of Los Angeles, San Francisco, New York, Boston, Atlanta, and Ft. Worth.



Mr. Lane

H. L. McCLINTON
N. W. AYER & SON, NEW YORK

THE PROSPECTS are excellent. Advertising as a whole should make big gains in 1948, both in volume and in techniques. Aural radio should continue to grow, but the most spectacular advances will be in television.

* * *

HENRY WEBSTER
ADVERTISING MANAGER, WRIGLEY CO., CHICAGO

APPROXIMATELY 35% of Wrigley's advertising budget goes into radio, in the *Gene Autry Show* (CBS Sunday). The biggest problem is still to get raw materials to meet public demand. 1947 appears to be better than 1946, and 1948 should exceed 1947. In the chewing gum business everything hinges on delivery of raw materials. If these become available, general advertising will increase, including radio.

EVERETT L. DILLARD
PRESIDENT OF FM ASSN. AND CONTINENTAL NETWORK

AS WE NEAR the close of the old year it is most encouraging to note the widespread distribution of FM sets over the past year. FM is now firmly rooted in all types of communities. As we approach the new year, see production figures and financial reports, I am more convinced than ever that FM is a sound business proposition. Dealers, wholesalers and manufacturers alike realize that there is less sales resistance and that dollar volume in FM set sales is growing. This means more and more production next year and a greater profit to all. As sets come out, stations are solving their own problems.

Mr. Dillard

* * *

OTTO STADELMAN
VICE PRESIDENT AND MEDIA MGR., NEEDHAM, LOUIS & BRORBY, CHICAGO

THE OUTLOOK is generally good. We expect an increase (approximately 10%) in radio in 1948 over this year. We are not doing anything on FM right now, and there is nothing immediately ahead on television. In comparison with radio, other media will be used slightly more in 1948.

Mr. Stadelman

* * *

JOSEPH ALLEN
ADVERTISING MANAGER, BRISTOL-MYERS CO., NEW YORK

BUSINESS trends of the company will be about the same in 1948 as in 1947. The overall advertising budget will remain the same, and the total radio advertising will be 5% less than in 1947. Bristol-Myers is anticipating no further use of FM or television, at least not immediately.

Mr. Allen

* * *

MARVIN HARMS
VICE PRESIDENT AND GENERAL MANAGER, H. W. KASTOR & SONS ADV. CO., CHICAGO

1948 WILL RETURN most companies to competitive conditions. Advertising will become more important in the actual sale of merchandise because supply will exceed demand in most fields. It will again take a combination of hard selling and hard-hitting advertising for a successful and profitable business operation. Most of our clients, following increased sales volume in 1947, have increased advertising appropriations for 1948 to meet expected conditions. Companies which have streamlined their sales organization and returned to sales-producing advertising are bound to have good business prospects in 1948.

* * *

HENRY JACKSON
RADIO DIRECTOR, J. WALTER THOMPSON CO., SAN FRANCISCO

BECAUSE of commitments already made and due to the increased interest in radio advertis-

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Figure in Top Level Changes at Fort Industry

Mr. RYAN

Mr. STORER

Mr. WAILES

* * *

Fort Industry Promotes Ryan, Wailes; Operating Vice Presidents Appointed

TOP LEVEL promotions in the Fort Industry Co. and subsidiary station corporations, under which J. Harold Ryan, former NAB president and wartime radio censorship chief, becomes senior vice president and treasurer and Lee B. Wailes moves from general manager to vice president in charge of operations, were announced Friday by George B. Storer, Fort Industry president.

New Fort Industry vice presidents who take office Jan. 1 also include E. Y. Flanigan, managing director of WSPD Toledo, who becomes vice president in charge of Toledo operations; Stanton P. Kettler, managing director of WGBS Miami, who assumes a similar title in charge of operations in Miami; J. Robert Kernes, managing director of WLOK Lima, whose new status will be vice president in charge of Lima operations.

Also elevated to vice presidencies of subsidiary corporations in charge of operations in their particular markets are James Bailey, managing director of WAGA Atlanta, licensed to Liberty Broadcasting Co.; William E. Rine, managing director of WWVA Wheeling, licensed to West Virginia Broadcasting Corp.; and Ralph G. Elvin, managing director of WJBK, licensed to Detroit Broadcasting Co.

President Storer and Mr. Wailes maintain headquarters in Detroit, and Mr. Ryan continues to headquarter in Toledo. All vice presidents in charge of operations will report to Detroit headquarters.

The year-end promotions were based not alone on meritorious service but in line with planned expansion of operations in key markets, which include television and FM.

Drawn for BROADCASTING by Sid Hix

"He wants more time!"

RDG in New York Poised for Strike

Mediation Efforts Fail in Union Dispute With Networks

THE NEW YORK local of the Radio Directors Guild (AFL) went ahead last week with preparations for a strike against CBS, NBC, ABC and WOR New York [BROADCASTING, Dec. 15], as the New York State Mediation Board sought to head off the walkout, involving about 250 directors.

Representatives of the networks and WOR and of the RDG met separately with state mediators last Tuesday and were to meet again a week later, but union officials were pessimistic about the chances of a peaceful settlement of the dispute before the Dec. 31 strike deadline.

The union has already assigned pickets, prepared picket signs and arranged for a strike commissary to be staffed by wives of members. William Green, president of the AFL, has promised the RDG its full moral support if a strike is called, according to Earle McGill, RDG national president, who said that cash contributions also are expected from the parent union.

The New York local of the RDG is asking a basic salary of $250 weekly for directors and $200 for associate directors, as compared with $100 and $70 under the present contract. The networks' only counter-offer to date has been $112 for directors and $77.50 for associates, according to Mr. McGill.

Roy P. Porter Dead

ROY P. PORTER, 40, former NBC foreign correspondent, was found dead Friday morning in a Fairfield, Ia., hotel room. He had gone to Fairfield with Mrs. Porter to attend the funeral of her mother. The coroner said death was due to natural causes. His wife and a son, Michael, survive.

WATKINS DIV. BUDGET FOR 1948 IS $765,000

THE R. L. WATKINS division of Sterling Drug Inc., New York (Lyons Tooth Paste), has announced that it will spend $765,000 for radio advertising in 1948. A continuation of the campaign started in September is planned for next year.

Sterling sponsors *Bride and Groom* and *Backstage Wife*, weekday shows on ABC and NBC respectively, and *Manhattan Merry-Go-Round*, Sunday nights over NBC. Lyons tooth paste also is advertised on the *American Melody Hour*, heard Wednesday nights on CBS.

Dancer-Fitzgerald-Sample Inc., New York, is the agency, with A. W. Spencer Jr., as account executive.

ABC Renewals on Three Shows; One is Expanded

ABC ANNOUNCED the 52-week renewal of three programs and the expansion of a fourth last week.

The Kellogg Company has renewed *Tom Breneman's Breakfast in Hollywood*, and *Galen Drake*, through Kenyon & Eckhardt Inc. New York, effective Dec. 29. The Schutter Candy division, Universal Match Corp., has renewed *David Harding—Counterspy*, through Schwimmer & Scott, Chicago, effective Feb. 1.

The John Hancock Mutual Life Insurance Co. has extended *Point Sublime* for an additional 22 weeks through May 31, and expanded its coverage from 13 to 73 stations, through McCann-Erickson Inc. New York. *Point Sublime* will be heard a half-hour earlier—8-8:30 p.m., starting Dec. 29.

Snow Crop Plans

SNOW CROP Marketers, New York, plans increased use of radio, newspaper and magazine advertising during 1948, according to J. L. Moone, company president, who reported a double demand for Snow Crop products during 1947, making it "the second largest seller of consumer frozen foods," he said. Company has moved its New York headquarters to larger offices at 445 Park Ave.

Symphony Sponsors

TWO ADDITIONAL cooperative sponsorships for the Boston Symphony Orchestra were announced last week by ABC. The Lester Piano Co. will sponsor the program over WFIL Philadelphia for 13 weeks starting Jan. 13, through H. M. Dittmar, Philadelphia. Northeastern Fabricators Inc., maker of heavy steel equipment, has signed for a 13-week participation over WDUZ Green Bay, Wis.

Softened White Bill (S-1333) Released

FCC Programming 'Club' Remains In Revision

MUCH MORE MODERATE but still giving FCC the power to consider programming when passing on license-renewal applications, the Senate Commerce radio sub-committee's redraft of the White Bill to amend the Communications Act (S-1333) was made public last week.

Sen. Wallace H. White Jr. (R-Me.), Majority Leader, author of the proposed legislation and chairman of both the full committee and its radio subdivision, presented the revised draft to network and NAB representatives in a conference in the committee offices last Monday.

There was apparent agreement that the new version contains marked improvements over the first, and, although they reportedly held to the belief that any program consideration by the Commission should be forbidden, among the networks only Mutual's spokesmen joined with NAB's in openly challenging FCC's right to review programming.

Sen. White emphasized that the redraft, whose salient provisions were revealed two weeks ago [BROADCASTING, Dec. 15], is not final. Where the new printed version would set up a nine-man FCC divided into three panels, for instance, the proposal now is to continue a seven-man Commission but with only two panels and with mandatory rotation of the chairmanship (perhaps letting the member with the shortest remaining term take over the chairman's post whenever the office is vacated). Instead of three panels to deal respectively with broadcasting, common carriers, and safety and special services, there would be one for broadcasting and one to handle both common carrier matters and safety and special services.

'Censorship' Unchanged

But Sen. White made it plain that the highly controverted Sec. 326—the "censorship" section—is not up for change: that the provision giving FCC the right to look at programming in acting on renewals is there, in his opinion, to stay. When the subject was raised at the conference, he reiterated his belief that the radio industry is moving closer and closer toward government regulation, and that he anticipates no compromise on the provision as rewritten.

That section has been revised in the redraft specifically to forbid the FCC to "interfere with the right of free speech by means of radio communications." But it retains the proviso that "nothing contained in this Act shall be construed to limit the authority of the Commission in its consideration of applications for renewal of licenses to determine whether or not the licensee has operated in the public interest."

In view of early reaction to many portions of the redraft which formerly had been challenged heatedly, it was considered possible that the main body of industry opposition eventually would narrow down primarily to the "censorship" section and a few other provisions mostly relating to licensee control over programming.

In that event, although it seemed doubtful that the Senate would be swayed away from the present version of the censorship section, many observers felt that the House might be impelled to modify the present language.

Industry reaction to the redraft was much more conciliatory in tone than the greeting generally given the original draft. NAB President Justin Miller was on the West Coast when the rewritten bill was released, and other NAB officials withheld comment until they could analyze it carefully. They slated a meeting of the legislative committee for Jan. 5 to study the new version.

Attending the meeting with Sen. White were: Sen. E. W. McFarland (D-Ariz.), a member of the subcommittee; Don Petty, NAB general counsel; Charles R. Denny, NBC vice president and general counsel, and Frank M. Russell, NBC vice president; Joseph H. Ream and Earl H. Gammons, CBS vice presidents; Joseph A. McDonald, ABC vice president, and James McKenna of Washington counsel for ABC; Louis G. Caldwell, Washington counsel for Mutual, and Charter Heslep, Mutual Washington representative.

The measure as rewritten contains several changes which networks and other industry representatives found desirable: Broadcasters are protected against "double jeopardy" under the anti-trust laws; the proposal to limit station ownership by a standard of population coverage and to write FCC's present network regulations into law is eliminated; the proposed political and public-controversy provisions are made less complex and the proposed section on identification of news sources is less restrictive.

Equitable Distribution

The redraft eliminates portions of the original bill's equitable-distribution section (307(b)) which some authorities had feared would require FCC to consider the question of a community's ability to support a new station. Like the original bill, the redrafted section eliminates the present Act's reference to renewals with respect to equitable distribution of frequencies, and makes other omissions which were interpreted to mean that existing licensees are entitled to greater consideration than original applicants.

The appellate provisions are unchanged from the original version except that it is made clear that an FCC denial of a renewal or modification application may be appealed to the Court of Appeals for the District of Columbia, and the Administrative Procedure Act is made to apply to the court's hearing of appeals.

The redraft contains two major changes with respect to the conduct of FCC hearings. The Commission, the appropriate panel, or one or more examiners from the Commission's Hearing Division would conduct all hearings, and the "separation of functions" provisions of the Administrative Procedure Act would apply to all hearing officers.

The salaries of Commissioners would be increased from the present $10,000 to $12,500; each would be allowed to appoint a secretary at a maximum salary of $6,000 (now $4,000); the chief engineer

(*Continued on page 73*)

Text of Revised White Bill (S-1333)

BE IT ENACTED by the Senate and House of Representatives of the United States of America in Congress assembled, That this Act may be cited as "Communications Act Amendments, 1947".

Sec. 2. Subsections (o) and (p) of section 3 of the Communications Act of 1934, as amended, are amended to read as follows:

"(o) 'Broadcasting' means the dissemination of radio communications intended to be received directly by the public.

"(p) 'Network broadcasting' or 'chain broadcasting' means the simultaneous or delayed broadcasting on a single broadcast band of identical programs by two or more stations however connected."

Sec. 3. Section 3 of such Act is further amended by adding after subsection (aa) the following:

"(bb) The term 'license', 'station license', or 'radio station license' means that instrument of authorization required by this Act or the rules and regulations of the Commission made pursuant to this Act, for the use or operation of apparatus for transmission of energy, or communications, or signals by radio, by whatever name the instrument may be designated by the Commission.

"(cc) The term 'broadcast station', 'broadcasting station,' or 'radio broadcast station' means a radio station equipped to engage in broadcasting as herein defined.

"(dd) The term 'network' means any person engaging in network broadcasting or chain broadcasting as herein defined.

"(ee) The term 'hours' or 'broadcast hours' means clock hours.

"(ff) The term 'construction permit' or 'permit for construction' means that instrument of authorization required by this Act or the rules and regulations of the Commission made pursuant to this Act for the installation of apparatus for the transmission of energy, or communications, or signals by radio, by whatever name the instrument may be designated by the Commission.

"(gg) The term 'single broadcast band' means that group of channels assigned for broadcasting by means of amplitude modulation, international shortwave amplitude modulation, frequency modulation, facsimile, television, or any other type of broadcast service subsequently developed, respectively.

"(hh) The term 'Commission' as used in this Act shall be taken to mean the whole Commission or a panel thereof as required by the context and the subject matter dealt with."

Sec. 4. (a) Subsection (a) of section 4 of such Act, as amended, is amended to read as follows*:

"Sec. 4. (a) The Federal Communications Commission (in this Act referred to as the 'Commission') shall be composed of nine members appointed by the President, by and with the advice and consent of the Senate, but the Commissioners in office on the date of enactment of this Act shall continue to serve out their original terms of appointment unless sooner resigned or disqualified."

(b) The last sentence of subsection (b) of section 4 of such Act is amended to read as follows: "On and after January 1, 1948, each such Commissioner thereafter appointed shall not during the term for which he was appointed engage in any business or profession the compensation for which is derived from or paid by any person, including all persons under common control, subject to the provisions of this Act. Not more than five members of the Commission shall be members of the same political party and not more than two members of each panel thereof shall be members of the same political party."

(c) Subsection (c) of section 4 of such Act is amended to read as follows:

"(c) The Commissioners first appointed after the date of enactment of this Act shall continue in office for the terms of eight and nine years, respectively, as designated by the President at the time of nomination, both such terms to date from the date of enactment of this Act. Each of the successors of the Commissioners so appointed or of those holding office on the date of enactment of this Act shall be appointed for a term of nine years; except that any person chosen to fill a vacancy shall be appointed only for the unexpired term of the Commissioner whom he succeeds. No vacancy in the Commission shall impair the right of the remaining Commissioners to exercise all the powers of the Commission."

(d) Subsection (d) of section 4 of such Act is amended to read as follows:

"(d) Each Commissioner shall receive an annual salary of $12,500 payable in monthly installments."

(e) Subsection (f) (1) of section 4 of such Act is amended to read as follows:

"(f) (1) Without regard to the civil-service laws or the Classification Act of 1923, as amended, (1) the Commission may appoint and prescribe the duties and fix the salaries of a secretary, a chief engineer and not more than three assistants, a chief accountant and not more than three assistants, a general

(*Continued on page 81*)

* Plan for a nine-man, three-panel FCC has been changed to favor seven-man, two-panel Commission with mandatory rotation of chairmanship, officials said. Each panel would have three members; one would handle broadcast matters and the other would deal with common carrier and safety and special services work. It was emphasized bill is not in final form.

Sarnoff, Poppele See Video Surging Even Further in '48

By J. R. POPPELE
PRESIDENT,
TELEVISION BROADCASTERS ASSN.

TELEVISION achieved during the past 12 months the status of an established and fast-growing industry. Just a year ago a half-dozen stations were televising programs to owners of about 10,000 receivers in four major market areas. Today there are 16 stations operating in 10 major areas and serving a composite audience totaling nearly 1,000,000 persons. There are 200,000 or more television receivers on the market, including combination consoles, table models, projection sets, kits and other types of receivers.

Mr. Poppele

Whereas in January of 1947 there were 30 or less sponsors of television programs, there are today over 160 advertisers sponsoring 200 or more programs or spot announcements.

Network expansion aiming toward a national service was launched last year. The White House included television cameras at all important broadcasts by the President. The World Series was televised for the first time.

Productive capacity of receiver manufacturers unquestionably will be stepped up to a point where reduction of price may be possible. The FCC has been literally flooded with new applications for television stations. Of the 55 construction permit-holders, more than half should be operating stations by the end of the year. It seems quite likely that the Boston-Washington network will be expanded to include Pittsburgh, Cleveland, Detroit and Chicago within the coming 12 months.

Certainly the telecast of the Republican and Democratic National Conventions next summer will stir even greater interest in this new industry. Commercially, television is destined to prosper during 1948.

By BRIG. GEN. DAVID SARNOFF
PRESIDENT AND CHAIRMAN OF
BOARD, RADIO CORP. OF AMERICA

SO STRONG will be television's impact as a major economic and social force in 1948 that I believe it will make this new year one of the greatest in the history of radio, as a science, an art and an industry.

Gen. Sarnoff

Factors creating the promising outlook for television in 1948 include: An increasing number of television stations throughout the country; a vastly enlarged audience; the establishment of cable and radio relay facilities linking stations into inter-city networks; the general improvement of programs; increased advertising support; and vigorous competition, as the new industry takes form on a nation-wide scale.

The Republican and Democratic national conventions and the Presidential campaign in 1948 will be outstanding events on the air—in both sound and sight. The largest number of broadcasting stations ever assembled to cover national conventions will be linked with the microphones in Philadelphia where ace news commentators will be on duty to describe the proceedings for listeners around the world.

Television, as a new means of vote-getting, will go into action on a broad front. Before the polls close on the 1948 Presidential election, television will reach substantial areas in at least 21 states having more than two-thirds of the national total of electoral votes. Television is likely to do more to revolutionize politics than sound broadcasting did.

Eighteen television stations now are on the air with regular programs; in 1948 there probably will be approximately 50 television stations or more in operation.

Between 150,000 and 175,000 television receivers are in use. By the end of 1948, a total of approximately 750,000 is foreseen, and it may reach 1,000,000. By that time, it is estimated that the New York area will have 400,000 sets; figuring six viewers to each receiver; the New York audience will be about 2,400,000.

Growth Cited

Based upon the progress to date, within a year television measured in consumer prices will approach the status of a $500,000,000-a-year industry, and it will grow in size with the years.

As television was being enthusiastically welcomed into the family circle in 1947, radio sound broadcasting celebrated its 27th year. More than 36,000,000 American homes are equipped with at least one radio receiver, and many of them have three or four.

Five million automobiles carry radios and millions of portable sets are in use. Conservative estimates place the total of receiving sets in the United States at more than 65,000,000. New broadcasting stations authorized or placed in service since V-J Day bring the total to well over 1900, or more than twice the number of stations in operation before the war.

FM continues to demonstrate its value to the public and to the radio industry, but industry wide progress in FM broadcasting has been slowed perceptibly by restrictions which forbid musical programs now broadcast by standard stations and networks to be transmitted simultaneously over FM stations. It is hoped that these restrictions may soon be removed. FM will then move ahead more rapidly.

Ultrafax, a combination of television, radio relay and photography, represents another revolutionary advance in communications.

Other video stories this issue:

Video's Role in 1948 ..... p. 13
Raibourn Addresses A.U. TV Class ..... p. 22
Sermon on TV ..... p. 39
WLWT Tower Construction Planned ..... p. 44
William B. Ryan Statement ..... p. 56
Television at UN ..... p. 60

Big Response to TV

AN INDICATION that the video audience will be no less responsive to broadcast offers than that of AM is seen in the receipt of 887 drawings from video viewers in response to a single offer of a free pencil drawing in exchange made by artist Jon Gnagy on his "You Are An Artist" telecast of Dec. 11 on WNBT New York and WPTZ Philadelphia. The weekly quarter-hour program of art instruction has been sponsored by Gulf Oil Corp., Pittsburgh, on NBC television since Sept. 12, 1946. It was placed through Young & Rubicam, New York.

ABC PLANS TELECAST OF SUGAR BOWL GAME

ALTHOUGH no video station is yet operating in New Orleans, where a CP has been granted to Maison Blanche (WSMB) for WRTV, American Broadcasting Co. and its AM affiliate, WDSU, will televise the New Year's Day Sugar Bowl football game from that city. A jeep unit will be used to cover the play and relay the sound-and-sight report to some 700 leading citizens gathered at the Monte Leon Hotel.

ABC video unit, under direction of Paul Mowrey, ABC director of television, with a WDSU announcer handling the vocal accompaniment, will cover the mid-winter Carnival of Sports, featuring boxing and basketball, as well as the Sugar Bowl game.

In addition to its live coincidental telecast of the Sugar Bowl game, ABC also will prepare a quarter-hour film of the game's highlights, with Harry Wismer, network's sports director, doing the narration. Copies of the film will be flown from New Orleans Saturday morning, a copy being available to one video station in each television city in the country.

Glickman Promoted, Thompson Chicago Chief, Tuchman Hollywood News Editor

DAVID H. GLICKMAN became West Coast manager and William L. Thompson Chicago bureau manager in BROADCASTING staff realignments announced Friday by Sol Taishoff, editor and publisher. At the same time Ralph Tuchman was made Hollywood news editor.

Under the realignment Mr. Glickman will be in charge of overall news coverage and business contacts for the magazine in the West Coast area.

Mr. Glickman joined BROADCASTING in 1934 as its San Francisco correspondent. In January 1937 he moved to Hollywood to take charge of the bureau there and has held that position since.

Mr. Thompson, a native of Illinois, will succeed Fred Sample as Chicago bureau manager. Mr. Thompson came to BROADCASTING from the *Washington Times Herald* where he covered District courts. Previously he was news editor of *American Aviation* for three years and before that was on the *Chicago Tribune* and *Chicago Sun*. A brother, the late Milo Thompson, was a famous AP reporter.

Mr. Thompson expects to move his wife, the former Miss Audrey Mooney, of Joliet, Ill., and three children to Chicago to join him early in 1948. John Osbon, a member of the Chicago staff for nearly two years, continues as Mr. Thompson's assistant.

Mr. Tuchman, who will be in charge of the news budget from Hollywood, has been with BROADCASTING since 1942 except for an interlude of three years spent in the public relations department of the Army Air Force, leaving as a captain. Since returning to civilian life early in 1946 he has been associated with Mr. Glickman in the Hollywood bureau, which was expanded to a staff of three because of the added news impetus of West Coast originations, agency movements and television.

WLTV Becomes WPIX

TELEVISION STATION of the *New York Daily News*, due to go on the air next spring on Channel 11, has changed its call letters from WLTV to WPIX New York. New name is particularly appropriate for the *News*, whose subtitle reads "New York's Picture Newspaper" and whose cable address is "Newspix."

Three-Year Licenses for FM Sought

NAB and FMA Submit Petitions to FCC Last Week

THREE-YEAR licenses for FM stations, placing them on an equal basis with AM outlets, were asked of FCC last week in simultaneous petitions filed by FM Assn. and NAB.

The two associations contend that the present one-year pacts are unfair and costly to FM as an established form of broadcasting.

In a brief filed by Don Petty, general counsel, and Bryce Rea Jr., attorney, NAB asked that FCC's proposed plan to stagger FM license renewals [BROADCASTING, Dec. 22] be amended to specify three-year instead of one-year terms. If this petition is not granted, NAB asked that an informal hearing be held at which time interested groups could state their views.

FMA, in a letter sent by Leonard Marks, general counsel, asked FCC for an opportunity to present oral argument on the ground that the matter is vital to all FM stations.

Commenting on the FMA letter, Bill Bailey, executive vice president, recalled that FMA in testifying last summer at Senate subcommittee hearings on the White Bill had asked that the Communications Act be amended to specify five-year licenses to give FM outlets a greater feeling of security.

Mr. Bailey said FM set production will be at a rate of 5,000,000 sets annually by next spring; that 969 FM stations are now on the air; that they have a $100,000,000 investment for which protection is desired.

Cites FM Advances

The FMA letter pointed out that 550 FM stations are in various stages of construction. At the time the one-year rule was originally adopted only 50 FM stations were operating, Mr. Marks wrote the FCC. Yearly applications for renewal require expense and effort on the part of station operators, to be continued, adding that "the more than 1,000 permittees involved represent a tremendous investment which would be made more secure."

In its brief NAB noted that in 1943 FCC extended the term of AM licenses from two to three years under its policy of lengthening license terms "whenever the advancement of the radio art and the growth of the radio industry seemed to warrant such extension."

NAB contended "the state of the FM radio art today is as advanced technically as was the AM radio art of 1943. As of Dec. 1, 1947, there were 928 conditional grants and CPs for FM stations, 254 FM stations operating on temporary authority, and 81 FM stations fully licensed. In addition there is already one national FM network in operation.

Petition of NAB was taken as a result of a poll of members of its FM Executive Committee. Approving filing of the brief were Leonard Asch, WBCA Schenectady; Matthew H. Bonebrake, KOCY-FM Oklahoma City; Clarence Leich, WMLL Evansville, Ind.; Cecil D. Mastin, WNBF-FM Binghamton, N. Y.; Lester H. Nafzger, WELD Columbus; Edward A. Wheeler, WEAW Evanston, Ill.; Harry C. Wilder, WSYR-FM Syracuse. Wayne Coy, WINX-FM Washington, did not take a position in the matter. Everett Dillard, WASH Washington, did not respond.

NAB Stresses Point

NAB argued that the "assurance and stability" necessary to FM development can be gained only by the granting of licenses for the maximum period. "Since FM is now established on a full-fledged commercial basis," said the petition, "there is no reason to continue to differentiate in the treatment accorded these two methods of aural broadcasting."

Adoption of the full statutory three-year period, NAB added will save both FCC and licensees time, money and effort and not hinder the FCC in performance of its duties.

Amendment of the FCC's proposed amendment to Section 3.218 of the Act was submitted by NAB. This plan provides renewals of licenses where necessary for two years and the months remaining between end of the two-year period and the proposed scheduled expiration dates, with renewals thereafter to be granted for the normal three-year period.

NAB Group to Meet

NAB Legislative Committee will meet Jan. 5 at NAB Headquarters, Washington, to consider the revised version of the White Bill drafted last week by Senate Interstate Commerce Subcommittee. Committee chairman is J. Harold Ryan, Fort Industry Stations. Membership of the committee has not been completed but it is to include Don S. Elias, WWNC Asheville, N. C., and the two board liaison members, Clair R. McCullough, WGAL Lancaster, Pa., and C. Bruce McConnell, WISH Indianapolis.

ALLOCATION POLICIES CONSIDERED BY FMA

FM ASSN. last week called on its membership for opinion on three policies to be considered by FCC for protection of Class B stations in Area 2 (entire U. S. except Northeast). The question was discussed at a meeting of the FMA's FCC Liaison Committee and Commission engineers and attorneys, with FMA pointing to "a badly crowded allocations structure."

The three policies, as submitted by FCC, are:

1—Assuming the FM band is to remain as it now is, should there be a large number of FM stations restricted in coverage either by power and antenna limitations or by mutual interference, or

2—Assuming the FM band to remain as it now is should there be a smaller number of stations of higher power capable of serving out to their 50 microvolt contours. In other words, should the Commission stop licensing stations when the congestion is such that 50 microvolt areas cannot be protected, or

3—Should FM be assigned more channels?

C. M. Jansky Jr., consultant, chairman of the FMA committee, told the FCC group FM stations are protected only out to the 1,000 microvolt contour whereas they are capable of serving out to the 50 microvolt contour. Any restrictions on the coverage potentiality of FM seriously handicaps its development, he said.

ABC's Gross Billings for 1947 by Categories

Gross by Months

January	$3,577,008
February	3,241,101
March	3,568,895
April	3,453,150
May	3,628,602
June	3,377,565
July	3,470,190
August	3,376,483
September	3,656,012
October	4,203,034
November	3,903,944
December	4,092,073
Total	$43,548,057

Gross by Clients

General Mills	$3,844,672
Procter & Gamble	2,517,236
Sterling Drug Inc.	2,025,714
Swift and Co.	2,020,098
Philco Corp.	2,010,932
Kellogg Co.	1,952,030
The Quaker Oats Co.	1,809,665
Libby, McNeill & Libby	1,649,626
Miles Laboratories	1,181,286
Westinghouse Electric Corp.	1,137,412
Toni Inc.	1,071,725
U. S. Steel Corp. of Delaware	1,067,725
Curtis Publishing Co.	922,706
Gillettee Safety Razor Co.	916,430
Kay Daumit	811,036
Wesson Oil & Snowdrift Sales Co.	807,251
Equitable Life Assurance Society of the U. S.	761,601
The Andrew Jergens Co.	758,162
Bristol-Myers Co.	711,144
R. J. Reynolds Tobacco Co.	685,624
National Buscuit Co.	684,033
Eversharp Inc.	657,277
Pacific Coast Borax Co.	638,559
Nestle's Milk Products	604,447
Goodyear Tire & Rubber Co.	591,543
Derby Foods	589,983
L. E. Waterman Co.	568,713
The Norwich Pharmacal Co.	561,216
R. B. Semler Inc.	550,713
Carter Products Inc.	545,891
Universal Match Corp.	536,466
Reichhold Chemical Inc.	516,692
Seeman Brothers	455,187
Wine Growers Guild	442,516
Dr. Pepper Co.	416,088
American Cyanamid Co.	407,850
Raymond Laboratories	380,942
The Frank H. Lee Co.	369,196
American Oil Co.	340,281
Ward Baking Co.	336,510
Christian Science Publishing Society	315,874
Hastings Mfg. Co.	295,425
American Federation of Labor	289,854
Champion Spark Plug Co.	253,346
United States Army & Air Force Recruiting Service	238,817
General Electric Co. (Lamp Dept.)	231,801
John Hancock Mutual Life Insurance Co.	229,464
American Tobacco Co.	206,835
The Texas Co.	200,334
American Express Co.	197,802
America's Future Inc.	184,419
Lewis Howe Co.	183,681
John Morrell & Co.	177,953
Noxzema Chemical Co.	170,187
Knox Co. Inc.	167,478
Hunt Foods Inc	166,698
Brown & Williamson Tobacco Corp.	140,321
Elgin American Div. of Illinois Watch Case Co.	124,434
Club Alminum Products Co.	115,192
The Drackett Co.	68,843
"42" Products Ltd.	67,611
William H. Wise & Co.	61,077
Benjamin Moore & Co.	60,759
Fisher Flouring Mills Co.	52,064
Bosco Co.	41,826
Sealey Mattress Co.	40,560
Safeway Stores Inc.	36,608
The Charles E. Hires Co.	34,796
Bekins Van & Storage	32,739
Wm. S. Scull Co.	30,585
J. A. Folger & Co.	26,542
Los Angeles Soap Co.	26,272
Harvel Watch Co.	23,233
Wilson Sporting Goods Co.	23,177
Brotherhood of Railroad Trainmen	21,479
Commmittee for First Amendment	21,176
G. N. Coughlan Co.	19,829
Peter Paul Inc.	19,226
The Wildroot Co	16,596
Union Pharmaceutical Co.	16,296
First National Stores Inc.	14,712
California Medical Assn.	13,728
Gallencamp Stores Inc.	12,312
Meril Studio	4,266
Fisher Body Div. (General Motors Corp.)	4,100
RKO Pictures	3,504
Controversial Issues	2,984
Jewish Daily Forward	1,893
Politicals	1,586
Ice Capades Inc.	1,585
Total	$43,548,057

Gross by Agencies

Dancer-Fitzgerald-Sample	$5,188,332
J. Walter Thompson Co.	4,006,234
Kenyon & Eckhardt	3,275,973
McCann-Erickson	2,520,472
Batten, Barton, Durstine & Osborn	2,449,650
Compton Advertising	2,312,823
Hutchins Advertising Co.	2,010,932
Foote, Cone & Belding	1,282,064
Wade Advertising Agency	1,181,286
La Roche & Ellis	1,007,878
Maxon Inc.	916,430
William H. Weintraub & Co.	824,383
Hill Blackett & Co.	811,036
Benton & Bowles	808,860
Sherman & Marquette	801,787
Warwick & Legler	761,601
Robert Orr & Assoc.	758,162
Sullivan, Stauffer, Colwell & Bayles	716,078
Doherty, Clifford & Shenfield	711,144
William Esty & Co.	685,624
Knox Reeves Advertising	682,054
The Biow Co.	657,277
Kudner Agency	595,643
Needham, Lewis & Brorby	589,983
Roche, Williams & Cleary	584,452
Charles Dallas Reach Co.	568,713
Lawrence C. Gumbinner Advertising Agency	561,216
Erwin, Wasey & Co.	550,713
Schwimmer & Scott	536,466
Honig-Cooper Co.	442,516
Tracy-Locke Inc.	416,088
Hazard Advertising Co.	407,850
The Joseph Katz Co.	340,281
H. B. Humphrey Co.	315,874
Keeling & Co.	295,425
Furman, Feiner & Co.	292,635
N. W. Ayer & Son	273,613
McManus, John & Adams	253,346
Young & Rubicam	235,541
Buchanan & Co.	200,334
J. M. Mathes Inc.	197,802
Gahagan, Turnbull & Co.	184,419
Henri, Hurst & McDonald	177,953
Robert Raisbeck Advertising Agency	167,478
Russel M. Seeds Co.	140,321
Weiss and Geller	124,434
Swaney, Drake and Bement	115,192
Brisacher, Van Norden & Staff	86,837
Huber Hoge & Sons	61,077
St. Georges & Keyes	60,759
Raymond R. Morgan Co.	52,814
Pacific National Advertising Agency	52,064

(Continued on page 84)

Industry Music Group Plans Strategy

Legal, Public Relations Counsel to Be Named To Counter AFM

WITH nationwide stoppage of music recording only a few hours away—perhaps forever, according to the oft-uttered words of AFM President James C. Petrillo—the Industry Music Committee's Executive Committee will meet this week to map public relations policies to offset high-pressure tactics developing within the AFM inner circle.

Two key appointments are to be made this week—legal and public relations counsel. With these out of the way, the industrywide campaign can start in earnest. Immediate problem centers around record manufacturers, who will operate without the services of AFM musicians until a settlement is reached.

Selection of public relations counsel was effected at a meeting held last Tuesday at MBS headquarters, New York, by the Public Relations Subcommittee. The appointment will be given to the Executive Committee this week for ratification. Though three possibilities have been considered, it was understood the Verne Burnett Organization, New York, was favored. Others in the running were James P. Selvage, of Selvage & Lee, with offices in Washington and Chicago, and Joseph A. Borkin, U. of Chicago economist who is understood to have been counsel to the Chesapeake & Ohio Railroad.

The subcommittee had submitted these three names to the full industry committee at its Dec. 19 meeting in New York, but the top-level group turned back the recommendations with orders to submit only one name.

Presentations were heard by the subcommittee last Tuesday, after which broad phases of the coming music strike were considered.

Favored for selection as legal counsel is Sydney M. Kaye, vice president and general counsel of Broadcast Music Inc., who directed the battle against ASCAP a decade ago.

One of the first steps to be taken by public relations counsel is expected to be a study of what the public thinks of Petrillo, the AFM, broadcasters and other elements involved in the overall music strike.

Though the industry groups participating in the united campaign have public relations staffs, it was felt special counsel would be necessary because of the extensive work and planning required. Besides, Petrillo has set up special strike strategy groups to handle his battle.

The whole industry organization, from full committee through the executive group and subcommittees, has been set up to operate on a flexible basis. Definite steps will be taken as events develop. The executive group can be called on short notice.

Recorders have been preparing for months to meet the AFM strike, which is scheduled to start New Year's Day. They have accumulated tremendous backlogs for release during the coming year.

Networks, too, are ready should Mr. Petrillo carry out his threat to strike Feb. 1 in New York, Chicago and Los Angeles. They have musical bridges, incidental and theme numbers and other material on hand should it be necessary to operate without live musicians.

Selection of public relations and legal counsel will require raising of funds. Already various industry elements have been approached on fund-raising, with the actual amount depending on length of the strikes and steps taken to meet AFM strategy.

Burnett's Background

Mr. Burnett was public relations director and vice president of General Foods Corp. for 12 years. Among other positions he has held are vice president, American Council on Public Relations; director, National Assn. of Public Relations Counsel Inc.; director, Audit Bureau of Circulations; vice president, Assn. of National Advertisers; executive secretary, Advertising Committee, General Motors Corp., and advertising director, Cadillac Motor Car Co.

He has written for magazines and newspapers, and is the author of *You and Your Public.* He formerly was in charge of network radio programs and has done advisory work for national charities. He is a graduate of U. of Michigan.

Mr. Selvage, who specializes in industrial public relations, began his career as a southern newspaperman, spending from 1921 to 1928 in that field. He served on the *Richmond Times-Dispatch*, *Lexington* (Ky.) *Herald*, *Charlotte* (N.C.) *News* and *Charlotte* (N.C.) *Observer.*

The following five years, until 1933, Mr. Selvage was an Associated Press correspondent in Washington, following which he became director of public relations for the National Assn. of Manufacturers. While directing public relations, Mr. Selvage also created and administered the NAM public information program.

In 1939 Selvage & Lee was launched, but Mr. Selvage held other positions in addition to that in his business office. He was assistant to Herbert Hoover for the Finnish Relief Fund, and in 1941

(Continued on page 73)

Comr. R. E. Freer, Ohio Republican, Will Head Trade Commission in 1948

COMR. ROBERT E. FREER, Ohio Republican, has been named as the 1948 chairman of the Federal Trade Commission in line with that body's policy of rotating the chairmanship each year.

Comr. Freer was originally appointed to the bi-partisan Commission by President Roosevelt on Aug. 24, 1935. He was reappointed by Mr. Roosevelt in 1938 and by President Truman in 1945. Comr. Freer has been chairman of the Commission twice before, in 1939 and again in 1944.

A native of Cincinnati, Mr. Freer was admitted to the Ohio Supreme Court bar in 1917 and practiced law in Cincinnati during 1917 and from 1919 to 1925, when he became an Interstate Commerce Commission attorney. In 1933, Joseph B. Eastman, Federal Coordinator of Transportation, appointed him as a research assistant and attorney. Then, from January to August 1935, when he was named as a Federal Trade Commissioner, Mr. Freer served as special counsel for the Senate Interstate Commerce Committee.

The Commissioner is active in educational and legal circles, having served as professor of law at St. Xavier College, now Xavier U. of Cincinnati and at Washington

Mr. FREER

College of Law. He has also lectured in railway economics and public law at American U. Graduate School. Mr. Freer is a trustee of George Washington U., a consultant to the Harvard Graduate School of Public Administration and a past president of the Federal Bar Assn.

Fry to Quit State Dept. Post Jan. 16

KENNETH FRY, chief of the State Dept.'s International Broadcasting Division since June 1946, has resigned his post effective Jan. 16 to return to commercial radio, it was learned last week [CLOSED CIRCUIT, Dec. 22].

Mr. Fry

Mr. Fry has been in government service for the past five years. He originally joined OWI in February 1943 for an overseas assignment in the Aleutians, returning to San Francisco later that year to head up the agency's Pacific operations.

Mr. Fry has not yet announced specific plans for the future except to say that he is returning to commercial radio. The State Dept. is expected to announce his successor sometime next week.

CBS Yearend Statement

COMPREHENSIVE studies made this past year disclose that the average United States radio family devoted more than 4½ hours a day to listening—more than in any previous year. Americans spend more time listening to radio than doing anything else except sleeping and working.

During the year, CBS again placed its greatest emphasis on programming. The activities of its program department, both in Hollywood and New York, were considerably intensified.

Columbia's Documentary Unit, headed by Robert P. Heller, turned in an impressive record during its first full year of operation. This unit brought a number of significant reports on social problems of great import to the American people. The company's plans for the coming year contemplate no lessening in this field. Rather, an intensified activity can be expected.

Long experience, documented by intensive research, has demonstrated that "mood programming"—the scheduling of programs of similar appeal back-to-back—is an important factor in the public's listening preferences. CBS will start the year with a newly-created Friday night schedule designed as a "fun night" for the entire family. Plans also are under way to establish an extensive Sunday afternoon music schedule.

In November, Frank Stanton, CBS president, announced a new device for instantaneous measurement of the radio audience. This device, which utilizes wartime radar principles, reports minute-to-

(Continued on page 84)

The Bank of Virginia

It's another W-L-E-E radio exclusive. The Bank of Virginia, one of our fastest growing institutions. Through a quarter of a century of war, peace and depressions, the Bank of Virginia has survived the developing needs of the Commonwealth.

Its resources have multiplied from $375,000 to $58,000,000. Customer accounts now number 129,837. And meanwhile the bank has grown mature in experience without losing its willingness to pioneer and change with the times.

We are proud to contribute to the success of what has been justly called . . . "Virginia's most popular banking institution."

It's another W-L-E-E exclusive.

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, President **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Reed***

YOU CAN'T MAKE YOUR SALARY ON CELERY (Ky.)!

Most advertisers who know their onions understand there's no use pickin' very hard on the small-potato parts of Kentucky (or anywhere else). There's some business in the little burgs like Celery (Ky.), yes, but *there's more business in the Louisville Trading Area than in all the rest of the towns in the State put together*—including *all* the Celerys, and Clovers, and Rices! Hence, if you let WAVE do your marketing in this area, you'll reap more prosperous listeners per acre, and per dollar, than on *any* other station.

Therefore leave us eschew the vegetables. Come to WAVE and lettuce show you how to turnip lots of cabbage (and please excuse the corn)!

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

SCHUTTER CANDY Division of Universal Match Corp. is awarded citation in recognition of its "generous contribution of radio time to the government's War Trophy Program." Accepting on behalf of Schutter, which sponsors ABC's *David Harding, Counterspy*, is the division's vice president, S. M. Rosenberg (second from l). Presentation was made following Dec. 7 broadcast. L to r: Don McLaughlin, star of *Counterspy;* Mr. Rosenberg; Alvin Kaplan, of Kaplan & Bruck agency, and Harry Schneider, national coordinator of War Trophies Safety Committee.

New Marysville, Calif., FM Outlet Makes Debut

KMYC-FM Marysville, Calif., went on the air Dec. 14, as an affiliate of KMYC, established in 1940. Both stations serve Marysville-Yuba City and the Sacramento Valley.

The station will broadcast ten hours daily, beginning at noon. Programs of the Mutual-Don Lee network will be supplemented by an increased number of local and public service broadcasts. Joe D. Carroll is manager of both KMYC and KMYC-FM. The stations are owned and operated by the Marysville-Yuba City Broadcasters Inc., Horace E. Thomas, president. KMYC-FM operates on a frequency of 99.9 mc, channel 260, 4.7 kw of effective radiated power, with a 430-foot tower which is used by both stations.

As its introductory broadcast KMYC-FM carried "The Messiah" of Handel by remote control from its production by a community group of more than 100 singers of the Yuba-Sutter Oratorio society. This was followed by a dedicatory program, which graphically traced the development of radio.

New Radio Bulletin

MONTHLY informational bulletin for radio is to be issued beginning in January by the Federal Security Agency and will contain for broadcast use brief feature news items on such topics as tuberculosis prevention, dangerous drugs, care of children's teeth and jobs for the handicapped. Items will pertain to health, education and security as advanced by the Agency's Public Health Service, Office of Education, Food and Drug Administration, Office of Vocational Rehabilitation, Children's Bureau and Social Security System. Bulletin may be obtained from Director of Information, Federal Security Agency, Washington 25, D. C.

PHILADELPHIA FORUM
Presented This Year Under 'Inquirer' Auspices

THE PHILADELPHIA FORUM, founded under the leadership of the late Edward W. Bok, and one of America's leading intellectual and artistic organizations, will be presented this year under the auspices of the Philadelphia Inquirer Charities, Inc.

The publishers of the *Philadelphia Inquirer*, and the owner of WFIL and WFIL-TV, Walter Annenberg, declared that the sponsorship of the forum by the Philadelphia Inquirer Charities Inc. will result in broader support of the Forum's activities, and will provide further funds for distribution to charitable organizations.

Concerts by the Boston Symphony, two performances of the Ballet Russe de Monte Carlo, a recital by Rose Bampton and a recital by Miklos Gafni, the Hungarian Caruso, are scheduled for this season. Mr. Annenberg said he would direct his efforts to increasing the contribution of the Forum to the people of Philadelphia.

Mosse Writes Handbook As Guide for Newsmen

RADIO NEWS HANDBOOK by Baskett Mosse; Medill School of Journalism, Northwestern U., Evanston, Ill., 64 pp. $1.50.

A NEW HANDBOOK for radio news personnel and students of journalism explaining the writing, editing and delivery of radio news, was put on sale last week by the Medill School of Journalism, Northwestern U.

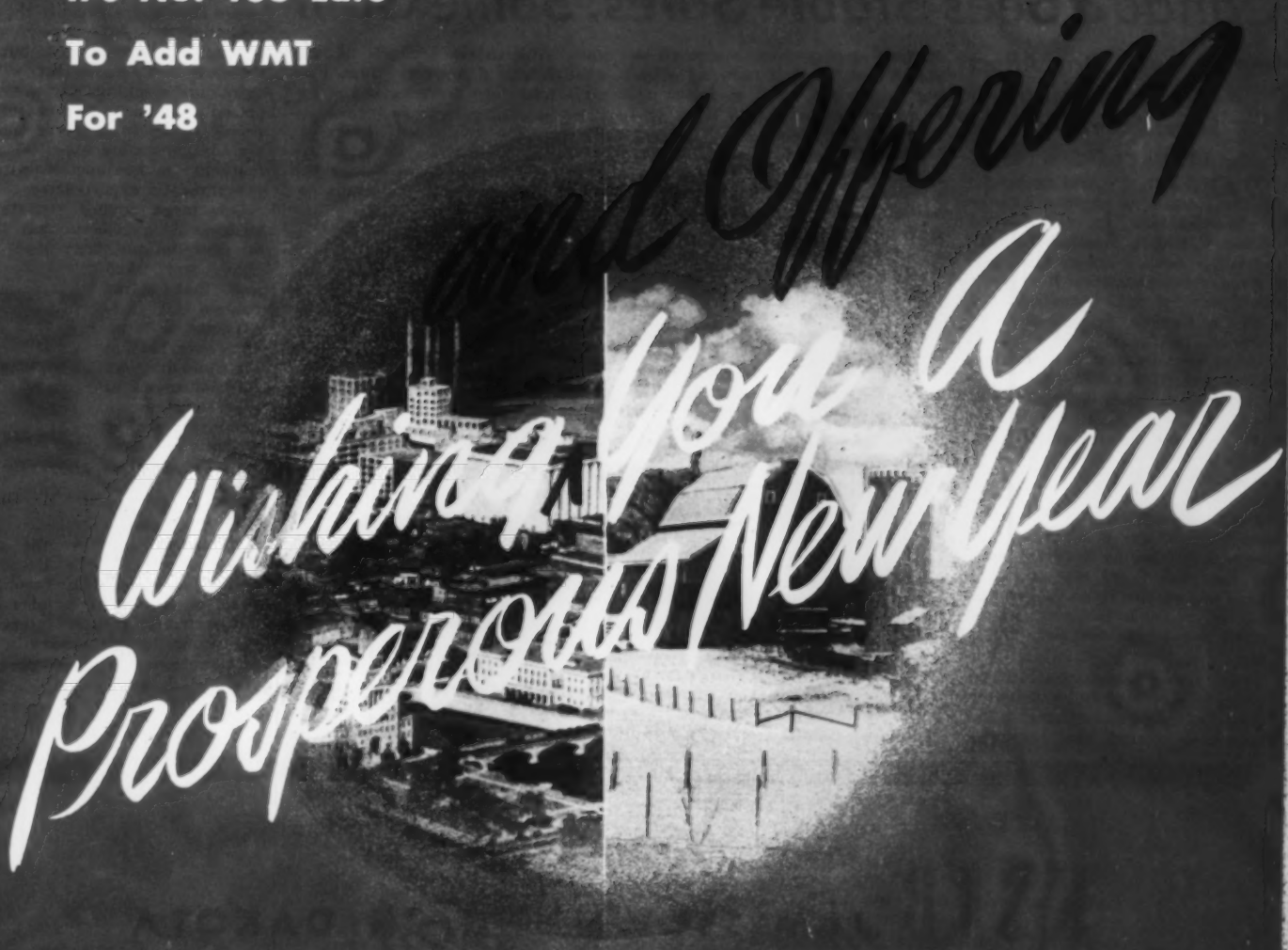
Written by Baskett Mosse, asst. professor of journalism at Northwestern and a director of the Chicago Radio Correspondents Assn., the 64 page volume, titled *Radio News Handbook*, covers all phases of radio news, from preparing copy to pronunciation and timing. The price is $1.50, with remittances made payable to Northwestern U.

Addresses TV Class

PAUL RAIBOURN, vice president of Paramount Pictures Inc., in a brief address Dec. 18 to the television class of American U., Washington, stated, "Electronic television is following more closely the elements of broadcasting and . . . newspapers and magazines than it is following the elements of motion pictures." He concluded, "Movies, a non-advertising medium, will be least affected by television as now organized." He said commercials will turn into TV film very rapidly and that all video will be film except those programs depending upon instancy for value.

PLANS for forthcoming annual meeting of Canadian Assn. of Broadcasters are well underway. Meeting is being held at Chateau Frontenac, Quebec, March 8-11, with ski meet planned for afternoon of March 10. Exhibits by manufacturers or transmitters and recording equipment are to be held on hotel's main floor.

It's Not Too Late—
To Add WMT
For '48



. . . In Eastern Iowa—America's great twin market where industry and agriculture combine to provide a dependable, spendable income for WMT advertisers, WMT is the exclusive CBS outlet for 1,132,782 people within our 2.5 MV zone. Please contact your Katz agency man for complete details.

WMT
CEDAR RAPIDS

600 KC — 5000 Watts — Day and Night

Now in our 25th year—The Station Built by Loyal Listenership!

The Dominion in 1948:

Canada Sees Stable Sales, Some Gain

Import Curbs May Affect Radio Advertising, Some Point Out

By JAMES MONTAGNES

WITH NO FM, TV and avalanche of new stations to contend with as do broadcasters in the United States, Canadian broadcasters, advertising agency executives and station representatives forecast a good year for radio advertising in 1948 for Canada. Survey made at Toronto, headquarters for placement of most Canadian advertising, shows that the broadcasting industry expects to see a continuance of the upward trend in the use of radio, with more agencies becoming interested and stations going after advertisers who have used radio very little or never. Although some executives report that smaller stations may not get as much national business in 1948 as they have had the past few years, due to rising talent and station costs, dollar volume of radio advertising is expected to increase, certainly not to drop.

One agency executive, whose agency places a very considerable amount of radio advertising in the Dominion, offered the consensus of most agency executives when he stated that "in 1948 radio advertising dollars may well be fewer because of import restrictions and shortage in Canada of American dollars. Therefore we may expect a more critical examination of relative station values. 1948 is too soon to start worrying about FM outlets getting a slice of business, but it is never too soon to remember that rising costs in a falling market can only mean that some stations are going to suffer. Before 1949 the Canadian Association of Broadcasters and station representatives may have to fight to justify use of the outlets in smaller sales areas."

Doug Scott, broadcast advertising director of CAB, reports that "generally speaking prospects look good. Quite a few new advertisers are coming along, and some current advertisers are expanding. Agencies are becoming more interested in radio. Banks are being approached by agencies to use broadcasting. There is a definite trend to national spot advertising because of unavailability of network time. Few advertisers are dropping out of radio or planning to do so because of the recently announced import restrictions. Numerous agencies are appointing radio directors for the first time, and organizing radio departments."

Mr. Scott

Import Restrictions

(Canada in mid-November announced import restrictions on a wide range of consumer goods, including electrical appliances, watches, jewelry, cosmetics, fresh foods and vegetables and citrus fruits, textiles and other items in a move to conserve a dwindling supply of United States dollars, Canadians in 1947 having bought twice as much from the United States as they have sold to the United States. These are import restrictions referred to.)

Opinions differ as to how much of a cut the import restrictions will have on radio advertising. One station representative firm reported heavy curtailment planned by watch manufacturers who import bulk of their watches or parts from dollar countries. Some watch manufacturers are reported to have cancelled all 1948 advertising, feeling they will have little to sell. Other agency executives point out that after first curtailment rush has subsided, many advertisers will revise their plans because they will find they will have enough goods coming in under quotas, but that the new 25% excise tax will require harder selling. Excise tax was placed on a large number of consumer goods to conserve hard-to-get steel for more essential manufacturing in conjunction with the government's export drive.

One large agency reports that business is excellent, that it has no cancellations, that 1947 is up 10% over 1946 and that dollar volume in 1948 is expected to be up 15% over 1947 in the radio division. Expenditures at this agency on networks are up while spot radio is holding even, but radio director feels trend is towards national spot advertising. Another agency radio director, Eddie Gould, McConnell Eastman Co., Toronto, reports an increasing number of radio accounts, greater interest being shown by advertisers in radio, and expansion of some current accounts.

Mr. Gould

Andy McDermott, sales manager

(Continued on page 61)

KSJB JAMESTOWN, NORTH DAKOTA

Takes Pleasure in Announcing
The Appointment of

George P. Hollingbery Co.

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES • SAN FRANCISCO

as National Sales Representative

5000 WATTS KSJB 600 KILOCYCLES

CBS AFFILIATE

Jamestown Broadcasting Company

John Boler, Director

W M KEEPS BUSY...

Like the proverbial bee, WBBM makes good use of its time—all the time. Both on the air—and off. Like this:

Critic John Crosby reported: "...a vitality glowed brightly all summer in a sustaining program on WBBM called 'Report Uncensored' which set the town on its ears. 'Report Uncensored' substituted during the summer months for the immensely popular 'Lux Theatre' and its Hooperating dropped only two points." This WBBM documentary on juvenile delinquency was a smash hit *on* the air because WBBM writers and producers spent more than four months *off* the air perfecting each program in the series.

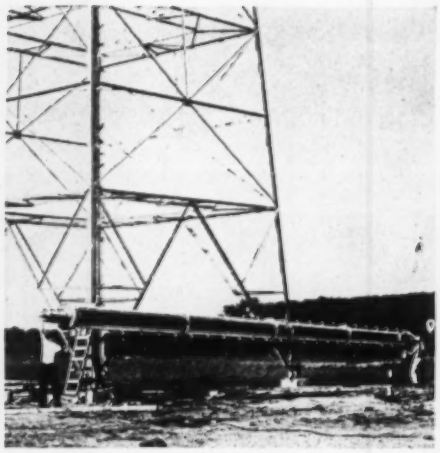
Or take another example. Because of WBBM's passion for perfection, tomorrow morning (and six mornings a week) thousands of Midwesterners will "Listen to Cliff"...will hear the breakfast antics of the suburban Cliff Johnson family including four ad libbing youngsters. It's a show that can set advertisers—as well as listeners—"on their ears." All because WBBM took the time (7:30 to 8:00) and added showmanship to a popular morning musical clock show.

It simply means you get more than just time on WBBM. You get time that has been put to brilliant use by WBBM—a local origination that represents hours of imaginative thinking by WBBM showmen. To put our time (and our talent) to good use, make a bee-line for Radio Sales or direct to WBBM —"Chicago's Showmanship Station."

Represented by Radio Sales...Radio Stations Representative...CBS, New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta

Chicago's Showmanship Station · Columbia Owned · 50,000 watts

Assembling the sections into one unit



Ready to hoist

Going up

Up she goes... as

RCA's super-gain antenna—

VIRTUALLY NOTHING TO IT . . . putting up a Pylon. Because the standard Pylon weighs so little . . . is completely self-supporting . . . is *erected as a single unit, whether you choose one section or four.*

Plenty of other installation features, too.

You assemble this antenna and make all inter-connections *on the ground.* And "in the air" you make only one connection—this to the transmission line. Compare transmission line simplicity like that with the multiplicity of connections required by ordinary antennas.

No adjusting or tuning is required, either, in the field or at the factory.

Here is the FM radiator that can be safely mounted . . . almost anywhere. No protruding elements to brace. No appendages of any kind to fall. Icing problems, negligible . . . because transmission lines are *inside* the polyethelene-covered slot of the antenna cylinder.

Overlook none of the advantages of the Pylon when you choose the radiator for your FM station. It is simpler in design, easier to install . . . gives you more signal gain.

"Photos, courtesy of WJPG-FM, Green Bay, Wis."

There's an RCA Pylon for Every FM Broadcast Station Need

STANDARD PYLON. This antenna is designed to meet the requirements of all FM stations . . . handles up to 50 KW of power. The Standard combines maximum strength and rigidity with minimum weight.

HEAVY-DUTY PYLON. Designed for use with the RCA Television Super Turnstile, this is the only FM antenna capable of supporting a television antenna. The Heavy-Duty Pylon is built for locations where winds of hurricane force prevail. It is designed to withstand wind velocities of more than 160 mph when used for FM service alone.

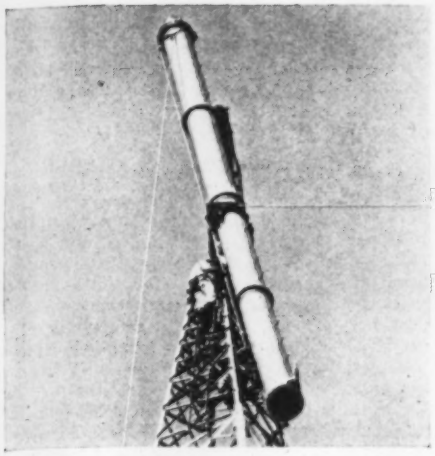
LOW-POWER PYLON. Here is the ideal low-cost antenna for interim operation and stand-by service. It has the same high gain as the other two models but is available only as a single-section antenna. It handles up to 3 KW of power.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



Ready for mounting

Installed

simply as this

the FM PYLON

DATA FOR RCA PYLON ANTENNAS

STANDARD PYLONS

Type No.	Nominal Power Gain	Sections	Overall Height (ft.)	Weight (lbs.)
BF-11A/B	1.5	1	13.5	350
BF-12A/B	3.0	2	27	700
BF-14A/B	6.0	4	54	2000
BF-18A/B	12.0	8	108	12497

HEAVY-DUTY PYLONS

BF-12E/F	3.0	2	27	4322
BF-14C/D	6.0	4	54	10497

LOW-POWER PYLONS

BF-21A/B	1.5	1	13.9	376

The RCA Pylon Antenna

By all means, mail this coupon

Engineering Products Dept. 19-L-2,
Radio Corporation of America
Camden, New Jersey

Please send me, without obligation, a copy of the new brochure on your *complete* line of Pylon antennas.

NAME_____

ADDRESS_____

STATION_____

CITY_____ STATE_____

. . . The Industry Looks to 1948

(*Continued from page 15*)

ing on the part of industry, it is my feeling that the medium will enjoy an even better year than it did in 1947.

Mr. Jackson

I don't think the influx of new AM and FM will put a dent in the radio business enjoyed by the older, established stations—at least for some time to come.

* * *

KARL M. FROST
PRESIDENT, HARRY M. FROST CO., BOSTON

REGARDING prospects for business in the coming year, radio expenditures by this company for its clients during the past two years have shown a steady upward trend. At the present time we see nothing to change this picture. In our opinion, 1948 will show a conservative increase over 1947.

* * *

MORT WATTERS
VICE PRESIDENT, SCRIPPS-HOWARD RADIO INC., WCPO CINCINNATI

CINCINNATI'S outlook for next year is one of the brightest in the country.

* * *

A. E. WANNAMAKER
GENERAL MANAGER, WGTM WILSON, N. C.

IN OUR OPINION business throughout this area in Eastern North Carolina will remain somewhat the same during 1948 as in 1947. Customers may do more careful buying, and dealers, in our opinion, will do more promotion and merchandising, but we believe that the results in volume will be generally the same.

* * *

ROBERT H. THURMOND
MEDIA DIRECTOR, J. WALTER THOMPSON CO., LOS ANGELES

IN LOOKING FORWARD to the next year we are doing so not only with optimism but also awareness of an increased responsibility to watch even more carefully the expenditure of our clients' budgets. In the face of increased costs we will continually search for the most effective media in an effort to make our advertising dollars go as far as possible. Spot radio seems of increasing importance to us. We recognize the many advantages it affords under certain conditions. This office alone probably will double its 1947 billing in regional and national coverage this coming year. We are anticipating a great deal more interest in television during 1948. Several clients have tested the medium and will follow through with regular schedules.

Mr. Thurmond

* * * *

BERNARD WEINBERG
PRESIDENT, MILTON WEINBERG ADVERTISING CO., LOS ANGELES

ADVERTISING will face a rigid test in 1948. Production is slowly but surely catching up with demand. Thus both copy and media will have to perform at maximum efficiency. The institutional brand of advertising characteristic of recent years already is giving way to the more realistic form that justifies itself by moving goods in tempo with our fast-moving economy. The past six years probably have seen the worst misuse of advertising in history. And radio has been the most abused. Unfortunately, in the case of radio too many advertisers have not chosen to regard it as a specialized medium requiring an entirely different approach than is used in graphic advertising. Radio, properly used, is a basically effective merchandising weapon, but the large turnover in important radio programs in the last year is proof enough that it is not the panacea of all merchandising ills. Increased advertising appropriations for 1948 will depend entirely upon increased sales. It is logical to believe that the overall picture is likely to see more decreased appropriations than increased.

Mr. Weinberg

* * *

JOE EGGLESTON
COMMERCIAL MANAGER, WMC MEMPHIS

BUSINESS prospects for 1948 in the Memphis area look exceedingly good. With income from agricultural products at record-breaking levels, Memphis has in the past few years added greatly to its position as an industrial center. This combination, according to *Sales Management Magazine*, has caused Memphis to have the largest effective buying income and the second largest wholesale sales per capita in the entire South.

* * *

STATION STATEMENT OF WGR
BUFFALO

BUFFALO is a fast growing, well-diversified city in industries and business and population. Prospects are excellent.

WILLIAM J. BEATON
GENERAL MANAGER, KWKW PASADENA

IN SPITE of what seems to be a general slowing down of business during the ensuing six months, radio can maintain its dollar volume as compared with a similar period of 1947 if broadcasters generally sell our medium aggressively. It will probably be necessary to both seek out and present new program ideas and to explore the sales problem of industries not previously heavy radio advertisers—so as to intelligently advise them on how to get the maximum results from their radio advertising dollar. In cities where new AM, FM and television grants have been made during the past year, there will probably be greatly increased radio appropriations but certainly not in proportion to the new station grants, so the station with the more alert program and sales organization will get the heavy volume. In this respect some of the newer stations can easily surprise if they have a hard-hitting staff working close to their communities. There are indications that while some kind of self-regulatory broadcasters' code may come out of the spring convention of NAB at Los Angeles, a great deal of the problem may be solved by this increased competition within the industry and the resultant thinning down of individual station business.

Mr. Beaton

* * *

JOHN E. FETZER
MANAGING DIRECTOR, WJEF GRAND RAPIDS, MICH.

I BELIEVE 1948 will see radio generally on the upgrade. No doubt there will be isolated cases where individual stations through new-felt competition may suffer a declining market. This will not, however, be the general rule of thumb. So long as we continue in the inflationary trend of the present time, volume is bound to increase although the net may be less.

* * *

DANIEL C. PARK
GENERAL SALES MANAGER, WIRE INDIANAPOLIS

DEPARTMENT stores and retail outlets doing heavy increase in business the past 90 days. Prospects for 1948 look very bright for an increase or at least holding present level. Newspaper and radio getting heavy schedules locally.

* * *

E. S. WHITLOCK
MANAGER, WRNL RICHMOND

THE RICHMOND market is a stable one. While there may be some recession in certain lines of business, it is our belief that the overall business in 1948 will be good. It is also our belief that those who will enjoy good business will have to do a better sales and promotion job.

* * *

DAVID H. SANDEBERG
PACIFIC COAST MANAGER, AVERY-KNODEL, INC.

FROM the standpoint of national spot business I am of the opinion that radio billings next year will continue at a close level to those of 1947. Although there has been somewhat of a turn-over among some of the food accounts, there will be some new food business figuring in the spot radio picture. Other industries, too, are planning to use the media for the first time. I look for considerable activity along these lines. Government propaganda on saving food and shortages caused by heavy overseas shipments has caused some food and beverage accounts to curtail their radio budgets. But on the other hand some beer accounts are planning on upping their radio budget for 1948.

Mr. Sandeberg

* * *

GEORGE M. BURBACH
KSD ST. LOUIS

THE REDUCTION of bank credits should reduce business volume.

* * *

PHILIP G. LASKY
VICE PRESIDENT AND GENERAL MANAGER, KSFO SAN FRANCISCO

BUSINESS in 1948 should continue the upward trend experienced this year over 1946. While not startling, 1947's gain was solid and judging from commitments on hand and sales reports, the first six months of the new year will not be affected by the influx of new stations.

Mr. Lasky

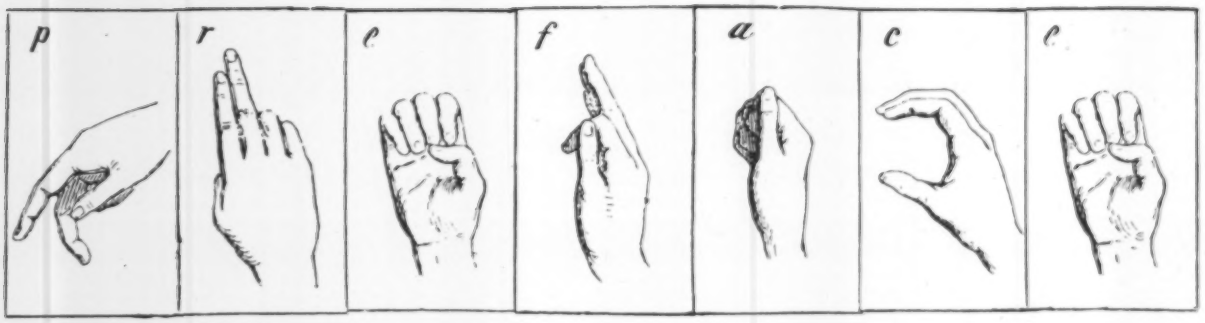
Any prediction for 1948 should consider the effect of the Presidential elections, which always has some influence on the planning of industry. Because of next year's elections an optimistic viewpoint can be expected which should buoy up general business conditions. Generally speaking, the attitude of agency buyers and heads of large business organizations generates a feeling, if not actually optimistic, certainly not fearful.

With prices and cost of living moving steadily upward, consumers will become more cautious with their spending and more careful in selecting the things they need. Consequently producers will find themselves returning to funda-

(*Continued on page 37*)

people and places

—a running commentary, more or less statistical, on WOR's great 18-state area: interspersed at frequent intervals with light asides deliberately designed to lift the heart and reassure the diligent reader.



THIS IS AN INSERT patiently designed to aid the agency timebuyer and advertiser in their eternal search for cities and towns in which people buy either products or services.

Above all things, it is WOR — as hundreds of sponsors know it. Here, stripped of watts and soaring towers and people called announcers, you see what makes "that power-full station."

It is, perhaps, unnecessary to say we're proud of the figures on the following pages. Imagine, *one* station covering ¼ of the United States! A giant slice of country containing 34,057,161 people in 430 counties in 18 states. Not to mention that it contains 8,548,620 homes with one or more radios in which people have at least $35,249,682,000 to spend every year.

That's mighty powerful stuff, we think, but only an aperitif compared with what you're about to see.

WOR's PEOPLE

and their homes . . . mostly with radios

Population	Daytime WOR BMB station aud. area	Percent of U.S.	Night time WOR BMB station aud. area	Percent of U.S.	Total in U.S.
Total Population	27,567,069	20.94%	34,057,161	25.87%	131,669,275
Male	13,713,743	20.76	16,972,689	25.69	66,061,592
Female	13,853,326	21.12	17,084,472	26.04	65,607,683
White Population	26,037,355	22.03	31,226,549	26.42	118,214,870
Male	12,970,987	21.82	15,584,479	26.22	59,448,548
Female	13,066,368	22.23	15,642,070	26.62	58,766,322
Negro Population	1,499,247	11.65	2,778,416	21.60	12,865,518
Male	719,443	11.48	1,353,848	21.60	6,269,038
Female	779,804	11.82	1,424,568	21.60	6,596,480
Other Non-White Population	30,467	5.17	52,196	8.86	588,887
Male	23,313	6.78	34,362	9.99	344,006
Female	7,154	2.92	17,834	7.28	244,881
FAMILIES AND RADIO HOMES*					
Total All Families (1940*)	7,248,735	20.80%	8,765,621	25.15%	34,854,532
Urban	5,435,673	26.39	5,943,026	28.86	20,596,500
Rural – Nonfarm	1,283,125	17.94	1,741,676	24.35	7,151,473
Rural-Farm	529,937	7.46	1,080,919	15.21	7,106,559
Total Radio Homes (1943*)	6,741,690	23.38	7,769,006	26.94	28,838,203
Urban	5,224,086	27.61	5,661,805	29.92	18,923,385
Rural – Nonfarm	1,131,287	20.05	1,460,296	25.88	5,643,130
Rural – Farm	386,317	9.04	646,905	15.14	4,271,688
Total Radio Homes (1946**)	7,275,320	21.40%	8,548,620	25.14%	33,998,000
WOR Audience					
Radio Families**	3,671,440		4,713,070		

*SOURCES: *Population and Families – U.S. Census 1940*
Radio Homes – NAB October 1943

** *Broadcast Measurement Bureau, Inc. Study #1 – 1946*

Doris is perturbed. Her mind is in turmoil! Her heart flutters like a hypoed metronome! After all, she only went for a *stroll.* Relentlessly, the helmeted stranger's voice bores on, "Ach, Fraulein— be brave. They are only trees. Beyond lie the plains and the beauty of the falls." Then, hastily, "Plus, the greatest assortment of furniture, drug, food and etc. stores in the land."

Oh, Gad!

Oh, Myron! Oh, ...

Oh, go ahead, Doris, it'll make a new girl out of you.

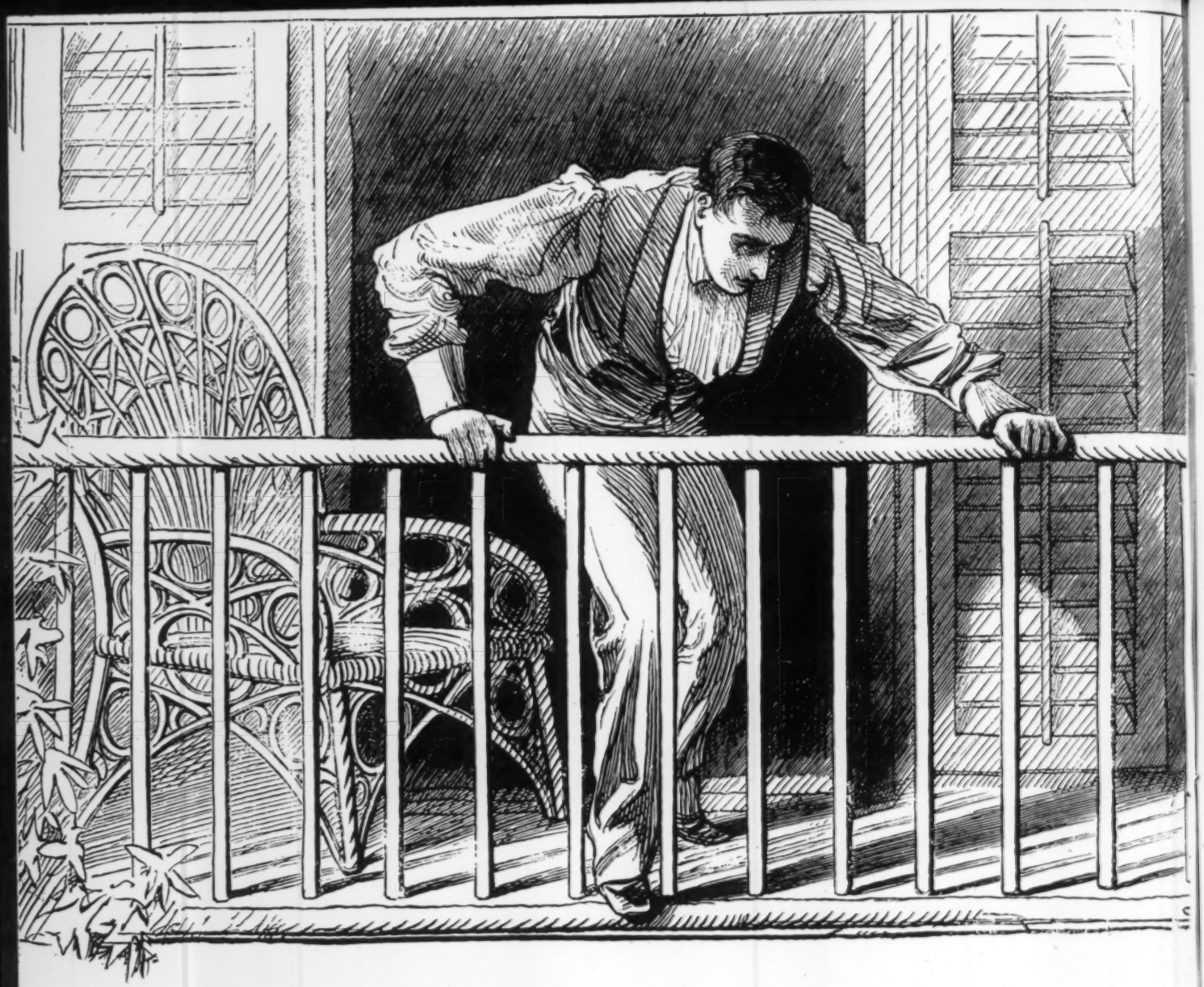
where WOR's people shop

. . . and what happens!

MAJOR BUSINESS GROUPS	DAYTIME WOR BMB STATION AUD. AREA	PERCENT OF U.S.	NIGHT TIME WOR BMB STATION AUD. AREA	PERCENT OF U.S.	TOTAL IN U.S.
NET EFFECTIVE Buying Income 1945	$30,758,964*	23.05%	$35,249,682*	26.42%	$133,438,255*
TOTAL RETAIL					
Stores (y)	421,846	23.83	493,088	27.85	1,770,355
Sales – 1945	$16,721,228*	22.44	$19,133,587*	25.67	$ 74,528,981*
FOOD					
Stores (y)	155,081	27.67	179,206	31.97	560,549
Sales – 1945	$ 4,874,798*	25.33	$ 5,471,727*	28.43	$ 19,246,229*
DRUG					
Stores (y)	13,148	22.71	14,909	25.75	57,903
Sales – 1945	$ 560,566*	19.32	$ 637,271*	21.96	$ 2,901,747*
GENERAL MERCHANDISE					
Stores (y)	12,634	25.13	14,929	29.70	50,267
Sales – 1945	$ 2,323,505*	20.03	$ 2,662,021*	22.95	$ 11,600,635*
WEARING APPAREL					
Stores (y)	33,924	31.72	37,440	35.00	106,959
Sales – 1943	$ 1,823,056*	29.00	$ 1,984,945*	31.57	$ 6,287,475*
EATING & DRINKING					
Places (y)	66,367	21.73	75,422	24.70	305,386
Sales – 1943	$ 2,237,736*	27.39	$ 2,402,859*	29.41	$ 8,171,021*
FURN.-HOUSEHOLD-RADIO					
Stores (y)	13,141	24.88	15,081	28.55	52,827
Sales (y)	$ 440,360*	25.41	$ 495,821*	28.61	$ 1,733,257*
LUMBER-BLDG.-HARDWARE					
Stores (y)	13,936	17.57	16,127	20.33	79,313
Sales – 1944	$ 611,275*	17.14	$ 708,151*	19.85	$ 3,566,927*
AUTOMOTIVE					
Stores (y)	10,412	17.32	12,721	21.16	60,132
Sales (y)	$ 1,036,394*	18.68	$ 1,232,309*	22.21	$ 5,548,687*
FILLING STATIONS					
Stations (y)	38,897	16.08	51,212	21.17	241,858
Sales (y)	$ 478,732*	16.96	$ 592,083*	20.98	$ 2,822,495*
FEED, FARM & GARDEN SUPPLIES					
Stores (y)	3,919	18.07	5,143	23.72	21,687
Sales (y)	$ 199,183*	25.56	$ 243,549*	31.25	$ 779,289*

* *Thousands of dollars*
(y) *1940*

SOURCES: *1940 data – U.S. Census 1940*
1945, 1944 and 1943 data – Sales Management



Carlton J. Carlton Dorsey III couldn't believe his eyes* There it was—plain as day**—the p-r-o-o-f. It was his darling, Prudence; light of life, flower of the field, in the arms of the scurrilous farmer, Stirling Froom.

"Oh, Hannah,***" he cried to himself in despair. "Oh, Mabel****,"

*No wonder! The money his wealthy mother gave him with which to reclaim his glasses at the Verdure Avenue optical shop, was squandered on chocolate squares.

**According to the findings of Danbury Moncross, internationally-known coliotologist, day is *not* "plain." Day, writes Moncross, is composed in varying parts of flutterflies, beer mit suds, and stuff.

***Now, now, Carlton—one at a time!

****Cut!

WOR has farmers, too

. . . hundreds of thousands of them!

FARM DATA	DAYTIME WOR BMB STATION AUD. AREA	PERCENT OF U.S.	NIGHT TIME WOR BMB STATION AUD. AREA	PERCENT OF U.S.	TOTAL IN U.S.
TOTAL FARM POPULATION	2,267,331	7.50%	4,912,637	16.26%	30,216,188
Male	1,210,279	7.59	2,573,602	16.15	15,940,370
Female	1,057,052	7.40	2,339,035	16.39	14,275,818
NUMBER OF FARMS	452,353	7.44	916,072	15.03	6,096,799
EFFECTIVE BUYING INCOME 1945 (Gross Farm Dollars)	$2,177,643,000	9.14	$3,470,496,000	14.57	$23,823,308,000
TOTAL REALIZED INCOME					
All Farms Reporting	442,295	7.41	898,402	15.05	5,968,755
Dollar Volume	$ 735,444,094	9.41	$1,141,737,687	14.61	$ 7,813,644,567
POULTRY & POULTRY PROD. FARMS					
Farms Reporting	47,524	21.84	56,939	26.17	217,570
Dollar Volume	$ 110,433,626	30.75	$ 124,851,495	34.77	$ 359,097,849
DAIRY PRODUCTS FARMS					
Farms Reporting	103,081	16.65	130,591	21.10	619,006
Dollar Volume	$ 287,313,834	23.66	$ 345,650,760	28.47	$ 1,214,181,902
LIVESTOCK & LIVESTOCK PROD. FARMS					
Farms Reporting	18,282	2.45	33,646	4.51	746,413
Dollar Volume	$ 43,828,294	2.32	$ 67,081,716	3.56	$ 1,886,656,240
TRUCK CROPS FARMS					
Farms Reporting	15,267	19.06	19,321	24.12	80,116
Dollar Volume	$ 32,948,329	18.36	$ 39,994,361	22.28	$ 179,505,250
FIELD CROPS FARMS					
Farms Reporting	71,128	3.25	269,107	12.31	2,186,986
Dollar Volume	$ 132,708,604	4.40	$ 352,647,146	11.69	$ 3,016,168,444
FRUITS & NUTS FARMS					
Farms Reporting	10,223	7.65	13,569	10.15	133,685
Dollar Volume	$ 27,555,135	9.16	$ 33,994,501	11.30	$ 300,975,952
HORTICULTURAL SPECIALTIES FARMS					
Farms Reporting	4,099	21.63	4,679	24.69	18,950
Dollar Volume	$ 32,972,174	25.13	$ 35,752,453	27.25	$ 131,202,602
FOREST PRODUCTS FARMS					
Farms Reporting	5,497	23.59	7,883	33.83	23,300
Dollar Volume	$ 6,834,264	26.35	$ 10,084,985	38.88	$ 25,939,042
SUBSISTENCE FARMS*					
Farms Reporting	167,194	8.61	362,667	18.67	1,942,729
Dollar Volume	$ 60,313,064	8.62	$ 130,217,849	18.61	$ 699,917,286

**Farms with farm products used by farm households.*

SOURCES: *Buying Income 1945 – Sales Management*
Population, Farms & Dollar Volume – U.S. Census 1940

note:

Reproductions of the official BMB daytime and nighttime WOR audience maps may be had pronto by dropping a note to or calling . . .

WOR

— that power-full station
at 1440 Broadway, in New York

mutual

. . . The Industry Looks to 1948

(*Continued from page 28*)

mentals of scratching for business which must include a sound and unrelenting advertising effort. With business harder to get, advertisers will be even more careful to spend their advertising dollars wisely and for that reason broadcasting will hold its own, as against other media, because of its low-cost circulation and persuasive ability to move merchandise.

* * *

GLENN SNYDER
GENERAL MANAGER, WLS CHICAGO

EXPECT business to maintain 1947 level for first six months. Will probably be a slight decerase the second six months.

* * *

HARLOW P. ROBERTS
VICE PRESIDENT, GOODKIND, JOICE & MORGAN INC., CHICAGO

IT IS RATHER difficult to give very complete information at this time because so many of our clients are working on a quarterly basis. They are trying to out-guess Washington and the numerous shortages of raw materials.

* * *

R. C. EMBREY
VICE PRESIDENT, WITH BALTIMORE

BALTIMORE is in an unusually advantageous situation. The traffic through the port has reached the top position of all U. S. ports. More than 600 industries are operating full blast. There has been a 25% growth in population since 1940. The city is in a period of expansion and growth.

* * *

GEORGE P. TAYLOR
OWNER, GEORGE P. TAYLOR ADV. AGENCY SAN FRANCISCO

FROM the standpoint of local and regional business I am of the opinion that radio billing from this agency will at least hold its own during the coming year. I don't believe there will be any great increase, due to a number of factors, but the rapid return to prewar competition will awaken some heretofore dormant advertisers and radio will get the lion's share.

* * *

MARTIN B. CAMPBELL
WFAA DALLAS

BUSINESS PROSPECTS for Dallas and the Southwest in 1948 are very favorable. Agriculture and petroleum account for from 38 to 40% of the income of the Southwest and there is no indication of a downward trend in either industry. A great deal of new industry and business continues to come to this section and, although the rate of increase is well below wartime averages, the increases still are substantial. Research officials of banks and other businesses see no sign of further inflationary tendencies or of depression.

Mr. Campbell

KENNETH W. CHURCH
GENERAL MANAGER, WIBC INDIANAPOLIS

BUSINESS OUTLOOK for 1948 looks exceptionally good for this area. Indications are that the area presently covered by WIBC and the increased area that will be covered when we go to 50 kw will be at least as good if not better than 1947. 1947 was one of the most prosperous years that Indiana has ever enjoyed.

* * *

RICHARD E. MESSER
EXECUTIVE VICE PRESIDENT, ROBERT F. DENNIS INC., LOS ANGELES

WE SHOULD LOOK to 1948 with great optimism. In my opinion, the coming year will be better than 1947. The only thing that can spoil the picture for 1948 is inflation and there are signs that inflation is a great possibility. A review of the last 12 months' business brings memories of mistakes that we in the advertising business should avoid in 1948. Although there is still a tight situation where black and white is concerned, we will see some major advertising moving from radio to other media during the coming year. As good station time is still a premium, radio will go along pretty well the same in 1948. New advertisers will be added to the list. Licensing of a number of smaller stations does not make too much difference, at least here in the West. New stations will have to prove their audience to timebuyers. The FM picture is a little obscured, at least on the West Coast. The public is not yet educated to the advantages of FM. Besides, people do not listen to stations, watts or FM. They listen to programs.

Mr. Messer

* * *

CALVIN J. SMITH
GENERAL MANAGER, KFAC LOS ANGELES

RADIO is probably facing the most critical year in its history. Increased newsprint will divert some income; increased number of stations will make station competition more keen; the expense features of the music situation are as yet uncertain; FM construction and operation are certain to reduce profits; any code adopted will reduce income.

Mr. Smith

In view of these factors the temptation will be to pound the listener harder for results. A better course will be to develop new program material and better advertising techniques to improve that all important sets-in-use figure and reduce the hazard of restrictive legislation. The proposed codes are not the answer because they are quantitative rather than qualitative restrictions for the most part.

We look for slightly reduced income and increased costs roughly paralleling the cost of living; thus lower profits.

There will be no reduction in the number of problems faced by the broadcaster. Good judgment in trade association activities and greater interest in industry problems on the part of individual broadcasters is one of prime importance.

* * *

A. FRANK KATZENTINE
OWNER, WKAT MIAMI BEACH, FLA.

PROSPECTS for continuation of business on a very profitable scale in the greater Miami area during 1948 appear at the present writing to be very favorable. In my opinion there will be less wild spending but a greater volume of sales, as accessories for the buyer become more available. There appears to be a great demand for homes, appliances, cars etc., and with the building boom, the greatest in the history of this area, now in full stride, I feel confident we will have plenty of business for sometime to come.

Mr. Katzentine

* * *

A. J. MOSBY
PRESIDENT, KGVO MISSOULA, MONT.

WE HAVE HAD no war industries in this area but are now having a large influx of population and new industries. Montana is looking forward to a greatly increased tourist business in '48 and, with over a hundred million dollars scheduled to be spent by the government on irrigation and electric power plants and 50 million on new and added industrial improvements, outside of the spring months we are in for a very good year.

* * *

MONTY MANN
VICE PRESIDENT, TRACY-LOCKE CO. INC., DALLAS

GENERAL BUSINESS prospects for 1948 look pretty fair, at least for the first half. Although it appears that some businesses are going to be pretty hard hit individually, general business bids fair to hold up, with perhaps a slight uptrend during the first half. The rumors that come my way indicate that many national advertisers are increasing their budgets for 1948. There is some indication that a few of our clients are contemplating slight increases in their 1948 expenditures but most will probably remain the same as 1947.

JOHN ESAU
VICE PRESIDENT, KTUL TULSA

I AM OPTIMISTIC about the 1948 outlook. In this area, at least, I feel we went through a reshuffling during 1947. Newsprint is back in almost prewar quantity. Buyers of radio time are looking at all media. Many will not "return" to the printed word and radio has proven that it has the ability to sell. Next year's radio purchases will be much more stable and firm. The year 1948 will be the best in KTUL history.

Mr. Esau

* * *

C. H. FRAZIER
BUSINESS MANAGER, WROL KNOXVILLE, TENN.

RADIO ADVERTISING prospects in Knoxville and surrounding area appear to be somewhat brighter than at this same time last year. Should the general level of business be somewhat less in 1948 than in 1947, it should cause some business firms that have been comparatively inactive to become more active in advertising in order to maintain sales levels. Also there are a number of important advertising classifications that should resume their prewar advertising activity during 1948.

* * *

HERVEY CARTER
MANAGER, WMUR MANCHESTER, N. H.

WE ARE very concerned about operational economics for 1948. Salaries and other operating costs have risen and are continuing to rise in the face of no increase nor prospects of increase in station income. Unless general business booms in 1948 we feel we will be fortunate to stay in black figures.

* * *

ROBERT TINCHER
VICE PRESIDENT, WNAX YANKTON, S. D.

IT IS MY BELIEF that the present high level of business in the WNAX area will continue throughout 1948. As the farmers' income goes, so goes all business in this area. In spite of unsettled world and domestic conditions, if the Marshall Plan is adopted without any limitations, the artificial market so created will prove a tremendous stimulant by holding up the demand for farm products, thus assuring an even higher income for the farmer in 1948. If, on the other hand, the Marshall Plan is adopted with price controls, the artificial market will still be created and farm prices, although possibly not as great, will nevertheless be higher. Farm mortgages and other debts

Mr. Tincher

(*Continued on page 38*)

BM/OTA*

B/est M/usic O/n T/he A/ir

Your Station for Music - News - Sports

By these two slogans, WHHM has implanted an idea that has paid off in High Hoopers and an active audience.

★

The listenership surveys show WHHM has the listeners. So WHHM provides More Listeners Per Dollar in Memphis.

★

The manner in which WHHM advertisers are renewing . . . are buying more time offers proof that WHHM advertising pays off . . . at the cash register.

RESULTS ARE RESULTS . . .

GET YOUR RESULTS WITH **WHHM**

Member ASSOCIATED PRESS

WHHM

Independent — but not aloof!

MEMPHIS, TENNESSEE

PATT McDONALD, General Manager

Forjoe & Co.,
National Representatives

*LS/MFT furnished the idea — so thanks, Lucky Strike.

. . . The Industry Looks to 1948

(*Continued from page 37*)

are the lowest they have been for years. The farmers' pockets are bulging with cash and the experience of 1947 shows that they are ready, willing and able to spend their money in 1948 for luxury items, as well as essentials, denied them during the war.

* * *

R. SANFORD GUYER
VICE PRESIDENT AND GENERAL MANAGER, WBTM DANVILLE, VA.

OUR MARKET has grown considerably in the past few years and approximately 100 new retail outlets have opened during the past two-year period. Our textile and tobacco industries have made us the third largest market in Virginia (wholesale) and our retail sales have increased by over 30%. Our 1948 business prospects are exceedingly good and we look for an excellent year of prosperity for all business in this area.

Mr. Guyer

* * *

LOUIS R. COOK
MANAGER, KNOW AUSTIN, TEX.

THE LEVELING OFF of business from boom status to good average normal will have been completed by spring of 1948. All in all, 1948 will be a good year. Continued present high or increased costs of food and housing will further curtail purchasing power. Sales of so-called luxury goods will decline and the average family will have less money to spend for clothing, furniture, appliances, automobiles and amusement. It is my opinion that there will be no boom or recession in 1948.

* * *

HUGH TERRY
KLZ DENVER, COLO.

AFTER a capacity year in 1947, there is every indication that 1948 will continue at about the same level in this area. This area is growing and developing; its business interests are diversified. Future prospects are encouraging. Radio advertising should maintain same high level in 1948, although due to increased costs net profits probably will shrink a little.

Mr. Terry

* * *

JEROME B. GRAY
GRAY & ROGERS, PHILADELPHIA

POSTWAR readjustment and the return to a buyers' market in many industries made 1947 a more normal year for this agency. On the whole, however, our volume of business held up surprisingly well, with increased appropriations by some of our clients off-setting decreased appropriations by others. Radio advertising is not a large part of our business, although it did contribute significantly to the year's volume. We had our best year in radio, topping our previous best year by approximately 20%. We face the new year optimistically. Even excluding the new accounts we shall acquire during 1948, approved plans indicate a banner year.

* * *

CHARLES J. LANPHIER
PRESIDENT, WFOX MILWAUKEE

I SEE NO RADICAL change in business prospects for 1948. There has been a steady increase in general business as commodities have become more and more available. New business organizations are starting up, and established companies are expanding. The market will be more competitive, however, and sales staffs will be called upon to function as they did prior to the war.

Mr. Lanphier

* * *

W. P. HARRIS
DIRECTOR, WJDX JACKSON, MISS.

OVERALL national business may be as large in '48 as '47, but the division with increased number of stations will cause individual decrease. Local clients will spend more to get customers to buy at increased prices. Election years bring uncertainty; and the international picture must be clarified before economic stability can be reached.

* * *

WARD WEIST
J. WALTER THOMPSON CO., CHICAGO

WE HOPE that billing will meet or exceed 1947. However, there are many problems ahead—including contracts with AFM, AFRA and in the printing trades the ITU. The food situation is also a serious problem. At present, conditions look to be more unsettled than in January 1947. If food supplies are available, and public demand is not reduced, our major accounts (Kraft Foods, Swift & Co.) will continue to use network radio.

* * *

EUGENE CARR
DIRECTOR OF RADIO, BRUSH-MOORE NEWSPAPERS INC., CANTON, OHIO

WE EXPECT business in the Canton area in 1948 to be equal to or better than in 1947. Manufacturing production and industrial payrolls should remain about the same. The

(*Continued on page 40*)

Sermon on TV

THE CONGREGATION of the Second Presbyterian Church of St. Louis, saw and heard their minister, Rev. James W. Clarke, deliver his Dec. 21 sermon via KSD-TV. Rev. Clarke spoke from the KSD-TV studios, while his congregation viewed him on two screens, one in the church chapel, the other in the parlor of the church. The choir of 40 also participated, along with a brief dramatic interlude showing a father, mother and four children at worship. A similar program, in which the Lutheran Hour Chorus of Concordia Seminary and the Rev. Walter Maier will take part, will be presented by KSD-TV on New Year's Day.

APPOINTMENTS MADE TO NEWS COMMITTEES

NEW committee appointments have been announced by John F. Hogan, president of National Assn. of Radio News Directors. Tim O'Sullivan, of WGL Fort Wayne, was named to the Small Stations Committee, which is to study problems of that group and consider the drafting of a small station news manual.

Other appointments include: Standards Committee, Jack Swenson, WDAY Fargo, N. D.; Membership, Phil Kerby, KGHF Pueblo, Colo.; Education, Paul Wagner, WOSU Columbus; Awards, Jack Knell, WBT Charlotte; Publicity, Charles Day, WGAR Cleveland, again named chairman, and Robert S. Truere, WCSC Charleston, S. C.

$135,000 to Be Awarded In K-F's Contest Series

THE KAISER-FRAZER Corp., Willow Run, Mich., has announced it will offer $135,000 in cash and prizes in a series of eight contests over its *Newscope* broadcast, heard on MBS Tuesdays, Thursdays and Saturdays, 7:30 p.m., and Sundays, 7:45 p.m.

Winners will be selected from the best 25-word addition to "New Kaiser and Frazer cars appeal to me because . . ." Prizes for the contests, which run from Dec. 28 through Feb. 21, include Frazer sedans, two Kaiser sedans, $500 in cash, radio phonograph combination, 15 Kaiser cabinet model hydraulic dishwashers, 50 sets of tires and 100 Kaiser-Frazer wool plaid lap robes.

WARNER BROS., Hollywood, allowed KTLA Hollywood to telecast one of its documentary shorts titled "Give Me Liberty" on Bill of Rights program Dec. 16. In authorizing use of the film on television, through intercession of Academy of Television Arts & Sciences, Jack Warner pointed out that no charge was involved and practice was strictly "one-time only."

SOLD OUT!

A NEW RADIO STATION SELLS ALL AVAILABLE TIME BEFORE GOING ON AIR!

FOR the first time in the history of local radio, and perhaps for the first time in the history of all new radio stations in America, a brand new regional station goes on the air completely sold out in advertising for the coming 12 months period.

There are three other radio stations in Orlando.

We are proud of the esteem in which local business enterprises hold the new radio venture, WHOO. This assures ample revenue. Now we must create and keep a healthy listening audience.

We will do this simply by the expenditure of a larger percentage of this advertising revenue than is customary in average radio station operation. This is our promise, our pledge not only to advertisers, but to the listening public.

On Dec. 5, we opened our station with a formal dress reception at the City Coliseum, featuring Bob Chester's New York name band and half a dozen other acts. In the glare of Hollywood searchlights, 5,000 guests, treading across red carpet, entered the building where microphoned-society reporters described their dress.

HERE, for instance, are a number of firsts in Orlando radio history as conceived and practiced by WHOO:

1—The first band to be maintained by a local radio station, WHOO's Society Band. Also the first Western band, the WHOOT OWLS.

2—The first girl radio singer on a regular basis.

3—The largest sports staff ever attempted by a local radio station.

4—The first radio city news room, employing three reporters to gather, write and report LOCAL and Central Florida news.

5—First purchasers in the entire U.S.A. of a new type wire recorder with which we tour the countryside for 60 miles and daily broadcast a Grove and Ranch program.

6—The first Public Forum, using the talent at Rollins College for weekly discussions of public questions.

7—The first to read the funnies to the kiddies every Sunday; giving band and speaking concerts throughout Central Florida to civic club luncheons daily; sponsoring a big amateur show with the support of one of our bands and introducing for the first time Sunday Afternoon Concerts arranged by our own Musical Director, Joe McLees, and employing on a sustaining basis, the best talent in 40 Central Florida counties; one of our bands will appear at the High School Tiger Den every Saturday for a PTA sponsored dance.

8—The first time to put society of Orlando and Central Florida on the air daily, using experienced voices and well-known socialites to do this broadcasting and reporting.

WHOO Radio Station Representatives
GEORGE P. HOLLINGBERY CO.
307 North Michigan Avenue
Phone State 2898
Chicago 1, Ill.

CHICAGO DETROIT SAN FRANCISCO
LOS ANGELES ATLANTA NEW YORK

AM · WHOO · FM

10,000 WATTS • ABC
Owned and operated by SENTINEL-STAR newspapers
ORLANDO, FLORIDA

. . . The Industry Looks to 1948

(Continued from page 38)

value of farm products will surely equal or better 1947. Retail sales will need only to be as good in order to have another big year, and the prospects are that this will be the case. There is no indication at this time that the flow of trade in the Canton market will be thrown out of balance during the next 12 months.

* * *

H. QUENTON COX
GENERAL MANAGER, KGW PORTLAND, ORE.

IN THE PORTLAND, Ore. area, as well as the Pacific Northwest, which is an integrated section of this country, we anticipate a steady business increase. An increasing population, new industry and basic plans for increased power supply, as well as new irrigation projects, will increase the business outlook in both Oregon and Washington. The Pacific Northwest is a part of the growing West and the addition of the southern California area, as the third largest market in the United States, means a great deal to the Pacific Northwest as a market for products and commodities we manufacture. All this means good business prospects for our area.

Mr. Cox

* * *

E. R. VADEBONCOEUR
VICE PRESIDENT, WSYR SYRACUSE

SYRACUSE area prospects are better than many others because of enormous postwar developments which have occurred and are now just getting under way: examples, great new GE Electronics Park, new plant of expanded Carrier Corp., etc. This area had practically no war industries to blow up, and present large plants like GE Carrier, L. C. Smith's, Easy Washer are making goods now in such short supply that it will take several years to level off the market. Result: guaranteed bigger payrolls next year.

* * *

JOHN R. BAILEY Jr.
MANAGER, KVOC CASPER, WYO.

CASPER is now Wyoming's first market and will continue to gain because of increased activity in oil, oil refining, agriculture and irrigation. This is a boom area and it's sound growth.

HOWARD L. CHERNOFF
MANAGING DIRECTOR, WSAZ HUNTINGTON, W. VA.

I DOUBT if we will have either a recession or a boom in our area. We anticipate that business will remain about the same. Some of the stations will no doubt take a licking, although we do not believe ours will be among them. We have been circumspect in choosing advertisers for our operations in Huntington and Charleston in that we have not permitted one advertiser to tie up too much of our time. We have likewise discouraged those who want to use radio until such time as they can get back in the newspapers. Building as firmly and as solidly as we have, I can't see anything ahead for our stations but the waiting list of advertisers which we have had for the past year.

Mr. Chernoff

* * *

BARNEY LAVIN
PRESIDENT, BARNEY LAVIN INC., FARGO, N. D.

I LOOK for continued good business in the plain states . . . namely, North and South Dakota, Minnesota, Nebraska, etc., for 1948. The farmers who set the economy of this area are in the best financial condition they have ever been and there doesn't seem to be the land speculation that there was after World War I. If there is a slight slump in the industrial East in 1948, I don't feel it will affect this area. I look for business in 1948 to equal that of 1947 in this area.

* * *

JOHN PATT
WGAR CLEVELAND

I BELIEVE PROSPECTS in 1948 are generally favorable. There are still many unfilled wants, which, combined with high purchasing power, will keep retail business transactions at full speed. Cleveland is gaining population, homes and sales faster than the national average. Our new 50-kw transmitter is doing a finer job for our clients, and our staff is hustling. The new competition will keep us on our toes to stay out in front.

Mr. Patt

* * *

J. B. FUQUA
VICE PRESIDENT & GENERAL MANAGER, WGAC AUGUSTA, GA.

BECAUSE our region is preponderently agricultural, the high cost of living has had less effect generally than in more industrialized areas. Therefore, consumer spend-

(Continued on page 42)

KIOA announces the appointment of

PAUL H. RAYMER CO., INC.

National Sales Representatives of

NEW YORK • CHICAGO • BOSTON • DETROIT • ATLANTA • SAN FRANCISCO • LOS ANGELES

Ask how to "Sell Iowa the KIOA way" with Iowa's Largest Independent Clear Channel Station . . . on the air *soon* from Des Moines

10,000 watts daytime
5,000 watts nighttime

John Boler, General Manager and President

KIOA 940 kilocycles

DES MOINES, IOWA

Effective Jan. 1, 1948

RADIO SALES

The Spot Broadcasting Division of CBS

will represent

Radio Station KSL

to National Advertisers

KSL

50,000 watt Columbia outlet
for Salt Lake City and the Intermountain West

W·A·C·O Covers a Trade Territory of More Than 500,000 Population Representing an Effective **Buying Power** of more than $370,900,000

ONLY ABC OUTLET IN CENTRAL TEXAS

Late HOOPER Rating Shows - **35.4** Average Listening Audience against competition of five other stations

W·A·C·O

1000 WATTS WACO, TEXAS 1460 Kc

- AMERICAN BROADCASTING COMPANY
- TEXAS STATE NETWORK
- NATIONAL REPRESENTATIVE: WEED & COMPANY

. . . The Industry Looks to 1948

(*Continued from page 40*)

ing will be at an all-time high, and we anticipate that this will be reflected in increased advertising appropriations, of which radio is getting an increasing share in this section.

* * *

JACK HARRIS
MANAGER, KPRC HOUSTON

A RECENT *Saturday Evening Post* story on the city said that when depressions come to the rest of the country Houston just swishes her tail and keeps on the same. That's only a slight exaggeration. However, this has been a booming market for the past several decades and prospects have never been brighter. We will have two new stations on the air during 1948, but it is believed that the growth of the city will afford such expanding advertising operations that there will be opportunity for all. With national prospects good, Houston radio should have a very good year.

Mr. Harris

* * *

MILTON V. CARLSON
VICE PRESIDENT AND RADIO DIRECTOR, WESTERN ADVERTISING AGENCY INC., LOS ANGELES

IN MASS merchandising, radio remains the most economical way to bid for the consumer dollar. This hustle to keep up with rising prices should be necessary until late in 1948. In the period ahead, with a new allocation of consumer incomes based on dollars available for spending, each individual manufacturer will need to lean more heavily on well-directed advertising — particularly so in a market growing more and more competitive.

Mr. Carlson

* * *

KERN TIPS
FRANKE-WILKINSON-SCHIWETZ & TIPS INC., HOUSTON

ADVERTISING budgets for 1948 continue to reflect the growth and expansion of manufacturing, producing and marketing operations in the Southwest. All media share in prospects for increased advertising expenditures, reflecting a generally optimistic outlook in all lines.

* * *

RAY P. JORDAN
MANAGER, WDBJ ROANOKE, VA.

BUSINESS prospects in the Roanoke area look very promising for 1948. Some new industries are moving into the territory, and many of the present large industries are planning major expansions. Total pay rolls will be larger, with resulting increased buying power.

* * *

GORDON GRAY
ASSISTANT GENERAL MANAGER, WIP PHILADELPHIA

1948 BUSINESS prospects in this area were never better. Employment is at an all-time high. More and more advertisers are using radio successfully. If increasing food prices do not strangle purchasing power, 1948 in this area should be a banner year.

* * *

IRA M. HERBERT
SALES DIRECTOR, WNEW NEW YORK

PROSPECTS for 1948 seem excellent.

* * *

WILLIAM PABST
GENERAL MANAGER, KFRC SAN FRANCISCO

PROVIDED there is no slump, such as we experienced in the middle of 1947, I am of the opinion that the broadcasting industry will enjoy business equally as good as as that of this year. In fact, it may be a shade better.

The return of pre-war competition is accelerating the advertising-minded industries and I expect to see a number of such accounts which have been off the air during the war return. The retrenchment on the part of some food industries using radio, was not felt much on this station.

* * *

SI GOLDMAN
WJTN JAMESTOWN, N. Y.

PROSPECTS for 1948 in this area are tempered by the feeling of local businessmen. Retail sales and local manufacturers' sales have been the best in years, but there is a growing feeling that in 1948 the application of brakes may be applied. The tightening of credit and other governmental plans for putting the damper on inflation may well have their effects on local business. Prospects here are that business will continue to be as good as in 1947 with the possibility that more public-relations-minded local manufacturing firms may turn to radio. We look for our retailers to continue to rely on radio as one of their most potent advertising forces.

Mr. Goldman

* * *

L. WATERS MILBOURNE
GENERAL MANAGER, WCAO BALTIMORE

IN THE ABSENCE of any extreme re-arrangements which could take place in the national and/or international field of politics or economics, 1948 should be a good

(*Continued on page 56*)

KJR SHOWS ARE *Advertised*

ON KJR, you enjoy complete, economical coverage of the fast growing Seattle-Tacoma and Western Washington market, of course. But here's an audience-building "plus" it pays to remember . . . KJR advertises its programs. Daily advertisements in Seattle newspapers the year 'round build listening audiences for your radio sales messages. The value of this "plus" to advertisers is recognized by those on the spot, for local advertisers buy more program time on KJR than on the other two Seattle network stations combined.

KJR

SEATTLE

Avery-Knodel, INC. RADIO STATION REPRESENTATIVE

AIRY NOTES FROM KJR

WALTER WINCHELL

's a "must" nowadays to lis- n to WALTER WINCHELL d his emphatic comments on at's happening. Tune in at 6 m. TOMORROW—950 on dial. Winchell's finger is he world's pulse!

★

FONTAINE will star in hining Hour" on THE- GUILD ON THE AIR SUNDAY over KJR. abe- ing drama of ful, so- supported b Plus "Opera News on the and "Opera Quiz."

HELEN HAYES

"Theatre Guild" Star

"The Corn is Green," moving drama of the educative proces in a Welsh mining town, wi be heard on THEATR GUILD ON THE AIR tom row at 6:30 p. m. over K Helen Hayes will be sta Don't miss it!

TWO SEATTLE WO CLUBS will tangle on BOOK

MARINE LAVERN ROACH, is against the toughest battle career tonight, when he fast, hard-hitting Herbie itz in the St. Nicholas New York. Hear blow description middlew

THE FUTURE of Pacific North- Aviation will be the topic EWS CONFER- Elliott

THEY'LL tonight! on BRE they hav Tune in enjoy th type of Bert Par

RELAX T tonigh NIGHT Moonlig memb er, Eyes," a

IT'S BROADCASTING TIME the FIGHT OF THE WE tonight at 7 on KJR. Dunphy and Bill Corum han the mike for the blow-by-blow direct from the ringside broad- cast of the week's big fight in New York. Yours for the listen- ing—950 on your dial!

BING CROSBY adds another star to KJR's All-Star Line-up to- night—Peter Lorre. Tune in at 9 P. m. and hear Psychologist Lorre probe Bing's mental pro- cesses. Also, Kay Thompson, new West Coast night club comedienne, and the Williams Brothers quartet will be guests. 950 on your dial . . .

THE LONE RANGER TERROR OF THE WESTI

Start All-Star Night out r with a rousing Western a ture on KJR at 7 p. m.— LONE RANGER. Hea Terror of the West against banditry an violence! A complete exciting, thrilling!

★

IT'S NE BOOK QU morning at representatives women's clubs hatch it o and get some helpful cookin hints to boot! You can win by ending in quiz problems, too!

★ ★ ★

DAVID HARDING'S able aide, Fitzgerald, radio breakfast pair, will be featu plus some surprises!

BING CROSBY

Host to Al Jolson

The popularity of "The Jolson Story" leads BING CROSBY and guest Al Jolson to discuss possible titles for follow up films tonight at 9 on KJR. Which means lots of "corn" as well as 950 kc.

GROUCHO MARX

The Heckling Quiz Master

A bachelor and old maid team, a mother-in-law and son-in-law, and a hotel detective and phone operator will take a chance at $1,500 tonight at 9 on KJR on YOU BET YOUR LIFE. You'll enjoy them, plus Emcee Groucho's unsurpassable heckling . . . 950 on your dial.

★

TODAY'S HAPPENINGS in Seattle, recorded on the spot then brought to you at 9:45 P. m. on KJR. That's THIS IS IT! with Reporter Bob Ferris. He covers the news dur- ing the day, then brings you a word picture every week night. Don't miss it!

★

EASY LISTENING

EASY LISTENING dinner music is KJR's 6 o'clock offering to- night, as on every week night, on TO YOU—TONIGHT AT SIX. Hear "The Christmas Song," sung by Kate Smith, guest of the evening, among other superb recordings.

KJR

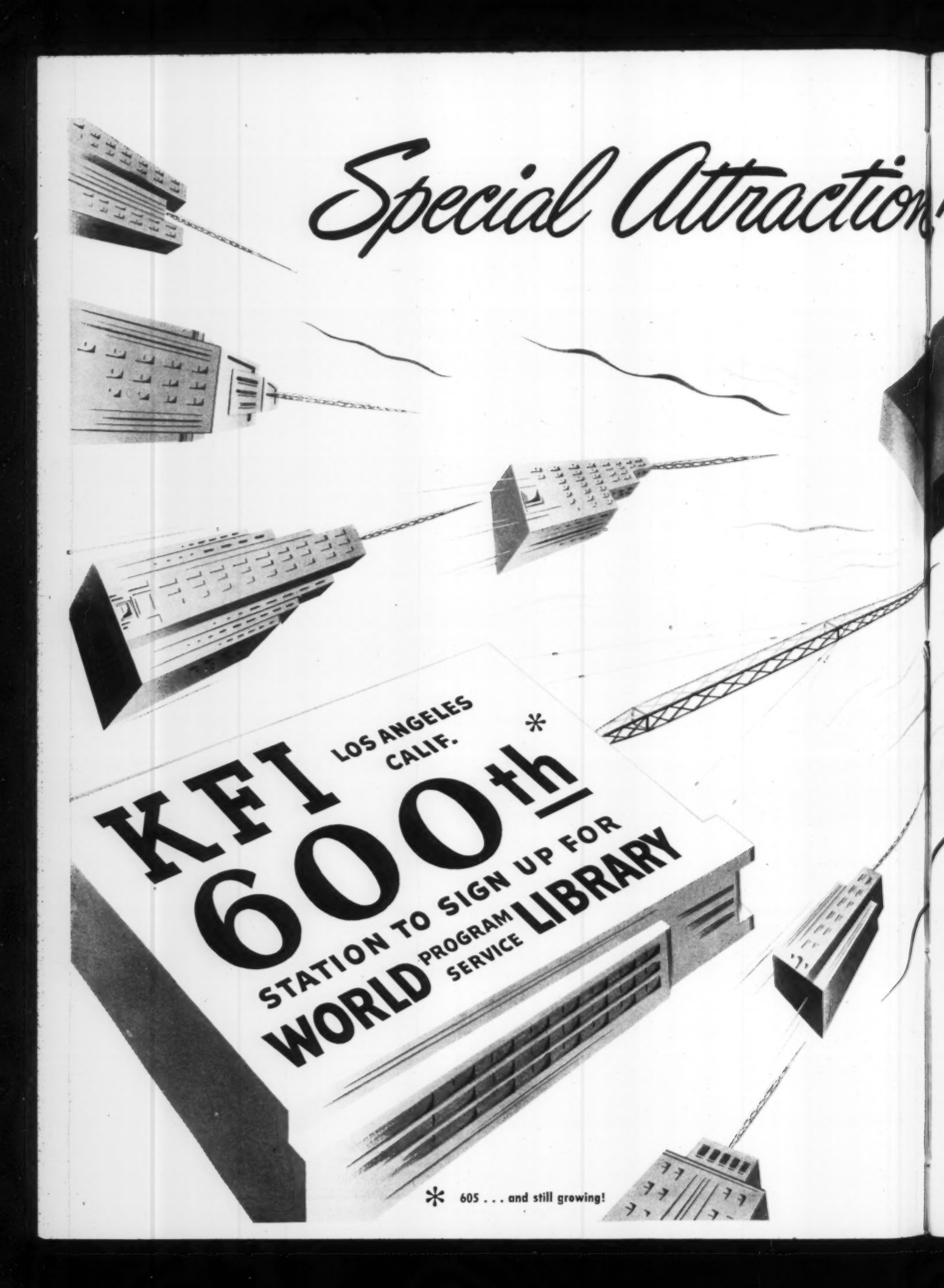
950 ON YOUR DIAL

A Marshall Field Station

AMERICAN BROADCASTING CO.

HAMMETT'S portly detective, Brad Runyon, his own murder in

AIRY NOTES FROM KJR


Special Attraction
KFI
LOS ANGELES
CALIF.
600th*
STATION TO SIGN UP FOR
WORLD PROGRAM SERVICE LIBRARY
* 605 . . . and still growing!

WORLD PROGRAM SERVICE LIBRARY

(Radio's Fastest Growing Library Service!)

World's combination of talent and "know-how" has mighty drawing power. It builds entertaining programs... builds business and listeners for stations. That's why there are now over 600 subscribers to the World Program Service Library!

TALENT PLUS SHOWMANSHIP Besides a host of top talent providing music for every type of show, there's a large variety of production aids. There are *78* complete program continuities supplied each week, among them the *David Rose Show*—popular tunes in concert style; *Ray Bloch Presents*—a variety production show featuring two orchestras and a chorus; the *All Star Dance Parade*—presenting such orchestras as those of Eddie Howard, Les Brown, Charlie Spivak and Nat Brandwynne; *Music in the Morgan Manner*, a melodic Russ Morgan program for dancing; and many other shows that provide all the variety listeners enjoy.

WORLD BONUS PROGRAMS Another feature of the World Program Service Library is the "bonus" shows issued from time to time. Among these have been Oscar Wilde's musical fairy tale *The Happy Prince*, featuring Bing Crosby and Orson Welles; Loretta Young with Victor Young and his Orchestra and the Ken Darby Choir in the Christmas classic, *The Littlest Angel*; *The Lonesome Train*, a musical legend of the Lincoln funeral train, featuring Burl Ives, the Lynn Murray Orchestra, the Jeffry Alexander Chorus and narrations by Earl Robinson and Lon Clark; Clifton Fadiman narrating *Patrick Henry and the Frigate's Keel*, with Conrad Thibault, baritone, and the Lynn Murray Chorus; the beautiful musical narrative, *Manhattan Tower*, composed and directed by Gordon Jenkins.

WORLD'S FAMOUS VERTICAL WIDE-RANGE RECORDING The high fidelity of World's famous wide-range reproduction makes the World Library best for AM broadcasting and a *must* for FM broadcasting. Add to all this the fact that the basic library includes *4600* selections and you'll understand why the World Program Service Library is so enthusiastically endorsed by over 600 leading stations. Let us tell you all about it. Write, wire or phone our nearest office.

WORLD BROADCASTING SYSTEM, INC.

TRANSCRIPTION HEADQUARTERS • A SUBSIDIARY OF DECCA RECORDS, INC.

CHICAGO 22 West Hubbard St. • **NEW YORK** 50 WEST 57th ST. • **HOLLYWOOD** 6750 Santa Monica Blvd.

Distributed in CANADA by Northern Electric Company, Limited, 1261 Shearer Street, Montreal 22, Quebec

Editorial

New White Hope

YOU CAN read the revised draft of the White Bill (S-1333) on another page in this issue. It should interest not only the station owner, because every man-jack identified with radio —advertiser, agency, newsman, announcer, technician—will be affected by its provisions.

The bill is an improvement—a vast improvement—over the first draft. The political provisions, specifying equality of time and facilities, are far less onerous. Elimination of the so-called network regulations from the law itself, along with the arbitrary limitation on facilities to be owned by a single entity, are clearly steps in the right direction. Upgrading of salaries for commissioners and key personnel constitutes a necessary change. The appellate and hearing provisions from the outset were essential if the broadcaster was to get his day in court. The news commentary provisions are much less restrictive.

There remain in the bill several provisions which we think may be seriously questioned. But, most important, there remains the proviso which proved the rock upon which it foundered at the hearings last June. That is the death-dealing whip-lash tied to the tail of the "Censorship; Free Speech" Section, known as 326.

The section has been modified to include the words "free speech," but even those would be subject to the proviso that nothing in this act shall be construed to "limit the authority of the Commission in its consideration of applicants for renewals of licenses to determine whether or not the licensee has operated in the public interest." It is the section which, we contend, legalizes that which the FCC so long has perpetrated without express authority—censor programs after the fact. It legalizes blue books on programs, setting up of mathematical formulas on sustaining versus commercial. And because commercials mean money, it means inevitable monkeying around with the economics of broadcasting.

Senator White is a careful, objective legislator whose interest in radio transcends that of any other law-maker in radio annals. His pen has figured in the drafting of every law since the 1927 Act. He was angered by the industry position in June. He's determined to get his bill through next session.

Senator White makes clear that this revision is not the *final* one.

Is it too much to hope that by dint of sheer force of logic Section 326 can be changed in full committee or in the Senate? And if not there, aren't there still the House committees and the House? And then the compromise in conference between the two houses?

Unfortunately, personalities became intermingled with legislative prudence last June. The need for new legislation is evident. But it must be the *right* kind. The gap between virtually optimum legislation and an utterly impossible bill now has been narrowed perceptibly. Wise counsel, of the character initiated last week by Chairman White when he called in radio representatives, certainly should make for even greater harmony.

At this stage, the revised White Bill looks much more nearly acceptable with one great reservation. And that is to make Section 326 what the founding fathers must have had in mind when they wrote the Bill of Rights—freedom of speech on a parity with the press.

1948: Onward & Upward

EVER SINCE radio first flexed its advertising muscles a quarter-century ago, it has been moving inexorably onward and upward, except for one year when the records were a bit fuzzy. Every year advertisers and agencies (and stations and networks) exuberantly pointed to charts headed north by northeast. Every year the howl about talent costs grew in tempo, too. And every year radio's success story became more pronounced.

This year customary standards of measurement are not so pat. All costs have soared, for publications as well as for radio. New competition has been introduced in radio itself, with the influx of new AM stations, the coming-out year for FM and the yet unmeasured but jet-propelled pace of television.

Our annual business roundup, reported in this issue, reflects the usual good business glow. But there is some reticence about conditions ahead. There's buyer resistance to commodity costs, the dampening effect of tightening bank credits.

The roundup shows that most agencies expect to increase radio billings in 1948.

As supply catches up with demand, competition for the buyer's dollar becomes more intense. This normally means more advertising. But radio's peculiar situation is one of increased competition within the medium, as well as against other media. This would lead to the deduction that the broadcasting dollar will be spread over a larger radio area. But old-line stations appear not to be seriously concerned. They feel that new stations should increase tune-in. New set sales will add listeners. New stations will open new business avenues, especially in the retail field.

Radio can be expected to perform in 1948 as it has in past years, added starters included. There will be failures where stations are in markets which cannot support them, or where novices attempt to stampede those who have built listener loyalty and prestige by virtue of consistent service.

No broadcaster or advertiser or agency will overlook the changing complexion of the nation's economy. But there seems to be no cause for alarm. Even with expanding radio horizons, there's nothing ahead that prudent management and resourceful operation can't overcome.

PRI

ONE of the most consistent complaints about radio has always been the sad state of its "public relations."

Radio, nevertheless, is the most potent public relations medium extant for its customers. Like the legend about the shoemaker being run down at the heels and the barber needing a haircut, the broadcaster has been too preoccupied with his job of serving the public and his clients to look to his own interests over his own medium.

The story will be different, we think, in television. Let's take a case in point. Radio is grappling with a "public relations" problem in dealing with AFM Czar Petrillo. Counsel will be retained to tell radio's story.

Petrillo appears before the House Labor Committee early in the next session. The proceedings will be telecast in Washington and relayed to several other operating TV stations. The looking (and listening) public will *see* Petrillo in action. Thereby an impression will be created. That, we think, will be a striking demonstration of what the microphone, plus the iconoscope, can do.

Our Respects To—

WILLIAM MICHAEL O'NEIL

THE 34-year-old president of WJW Cleveland has travelled a long way from the tire business. The way has been varied, but there is no doubt but that he has arrived. He went from Holy Cross to Harvard Law, then to the tire business, and from the retail stores division of General Tire to his own 250-w station in Akron in 1940. From 250 w in Akron the next step was 5000 w in Cleveland. And that's the history, briefly, of William Michael ONeil.

In 1939, when he was 26, Bill O'Neil bought into WJW, then in Akron. It was a 250-watter. A year later he acquired control, made arrangements for the station to become a Mutual affiliate, and started building up the property. Mr. O'Neil completed negotiations for an increase in power in 1942, and WJW received a grant of 5 kw.

While negotiations were still in progress, he obtained authorization to move the station to Cleveland. Then in November 1943 WJW entered the Cleveland market from modern studios in its own building on Playhouse Square, as a basic ABC station.

The skeleton staff that transferred from Akron, together with Mr. O'Neil, put the station on the air. And now that original group of 15 has grown to 75 employes. Two years ago studios and station were completely remodeled, and despite a tremendous expansion, the facilities were outgrown even before the changes had been completed.

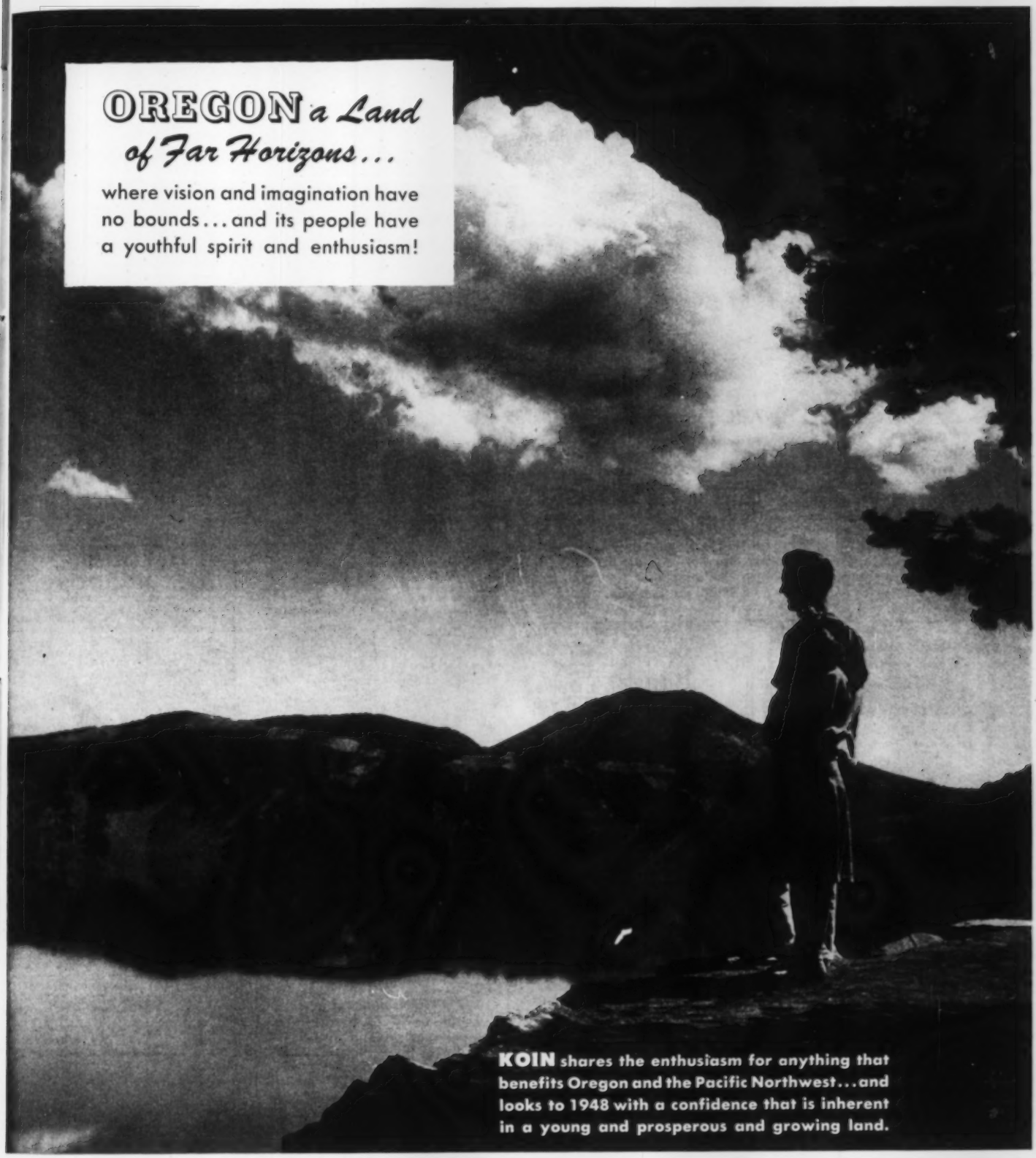
Coincident with the entrance of WJW into the Cleveland market, Mr. O'Neil decided that WJW should first build up its daytime programs, concentrating on daytime listenership. Today, the wisdom of that policy has been proven.

Planned programming first attracted large morning audiences, and extended the influence of WJW over an ever-increasing number of listeners. Then a careful selection of network shows was augmented by newly designed programs of purely local interest.

Next, under Mr. O'Neil's direction, WJW programs were designed for afternoon audiences. They were scheduled after a long process of testing, rewriting, then testing again, until just the right pattern was found to attract audiences to the new station.

Gradually, the influence of the station gained new respect from both advertisers and audiences until, during daytime or nighttime periods, WJW reached homes that represent

(Continued on page 48)


OREGON a Land of Far Horizons...
where vision and imagination have no bounds... and its people have a youthful spirit and enthusiasm!
KOIN shares the enthusiasm for anything that benefits Oregon and the Pacific Northwest... and looks to 1948 with a confidence that is inherent in a young and prosperous and growing land.

KOIN

A *Marshall Field* STATION

PORTLAND OREGON

CBS

AVERY-KNODEL, Inc., National Representative

Respects

(Continued from page 46)

94% of the buying power in its great market.

Now WJW has a sideline, WJW Enterprises, which has, as one of its services, the wired music of Broadcast Melodies to Cleveland for World Broadcasting.

As president of WJW and WJW Enterprises, Bill O'Neil has his hands full. And as if that job weren't enough, he is also president of Executive Airlines, chairman of the Cleveland District Army Advisory Board, and Cleveland manager of Broadcast Melodies for World Broadcasting Co.

He is president of, and the motivating force behind, Cleveland 500 Inc., sponsors of the Fall Music Festival which guarantees the annual appearance of the opera in Cleveland. Mr. O'Neil is also president and an active member of the board of the Greater Cleveland Hospital Fund, whose drive is now underway.

One of Mr. O'Neil's main interests is in the National Junior Olympics, of which he is president and chairman of the national committee. Junior Olympics is a public relations program designed by WJW to foster physical development, good sportsmanship and fair play among American youth. Patterned after the age-old Greek olympic games, Junior Olympics started two years ago, and it has since won the interest and support of the nation's leaders, as well as of the youngsters who participate.

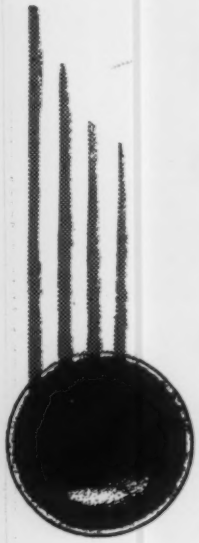
He is now meeting with civic and school groups from a number of cities between Toronto and New Orleans in establishing the 1948 plan for the Olympics.

Bill O'Neil is an ardent golfer and a good horseman. He is a member of the Country Club and the Mayfield Country Club of Cleveland; Portage Country Club, Akron; and the Indian Creek Country Club, Miami. On the civic side, he's an active member of the Chamber of Commerce, the Mid-Day Club, and paradoxically, the Hermit Club.

His wife is the former Miriam Cotter of Lynn, Mass. They have two sons.

ABC Engages Austin Co.

ABC has retained the Austin Co., engineers and builders, to supervise the building of video and FM installations in Chicago, it was announced last week by Frank Marx, the network's director of general engineering. The firm will direct construction of transmitters on the roof of Chicago's Civic Opera Building, and a studio inside the building, Mr. Marx said.



right down your alley

WNJR

Your kingpin outlet in North Jersey... WNJR! With *complete* North Jersey news, *exclusive* North Jersey coverage, WNJR strikes a new high in the rich North Jersey market. If you're aiming at these 1,000,000 homes, WNJR is right down your alley!

5000 Watts 1430 Kilocycles

Otis P. Williams
General Manager
91-93 Halsey St.
Newark 2, N. J.

the radio station of the Newark News

MANAGEMENT

JAMES M. GRIFFITH, former manager of KADA Ada, Okla., has been appointed manager of KSEK Pittsburg, Kan. Mr. Griffith has been manager of KADA since 1940, except for period of service in Navy during the war.

RICHARD E. GOEBEL, sales manager of KQW San Francisco, has been appointed general manager of KLAS, new CBS affiliate soon to be constructed at Las Vegas, Nev. Mr. Goebel was former manager of KOOL Phoenix and KITO San Bernardino and president of Pacific Coast Adv. Co., San Francisco, now disbanded. KLAS expects to be on the air prior to March 1, and Mr. Goebel will assume his new duties Jan. 1

Mr. Goebel

HARRY S. HUDSON, formerly with WJHL Johnson City, Tenn., has been appointed assistant manager of WFHG Bristol, Va.-Tenn.

DAN HYLAND Jr., former senior announcer at WAAB Worcester, Mass., has been named manager of WRMS, new daytime station under construction at Ware, Mass.

L. L. McCURNIN, former manager of KWNO Winona, Minn., for ten years, has been named general manager of KAUS, new station under construction at Austin, Minn.

WILLIAM B. WAY, vice president and general manager of KVOO Tulsa, Okla., has been elected first vice president of Tulsa Chamber of Commerce. Mr. Way, well known in radio industry, represents the 12th district on board of directors of NAB, is on NAB board liaison committee of public relations, and NBC station planning and advisory committee.

Mr. Way

LEWIS ALLEN WEISS, board chairman of MBS and vice president and general manager of Don Lee Broadcasting System, Hollywood, has been honored with formation of Lewis Allen Weiss Chapter of Alpha Delta Sigma, national professional advertising fraternity at Woodbury College, Los Angeles. Mr. Weiss has been a member of the fraternity since 1929 and is 14th professional advertising man in U. S. to be awarded Alpha Delta Sigma golden key and jewelled pin.

ROBERT C. COLESON, assistant to NAB president in charge of 11 Western states, who resigned effective Dec. 31, with closing of West Coast office, will continue as Hollywood representative for Advertising Council Inc. Mr. Coleson, offered a post with NAB Washington headquarters, refused transfer preferring to remain on the West Coast.

DALE W. SCOTT, veteran of 13 years in radio industry, has been appointed general manager of KCSJ Pueblo, Colo. Mrs. Scott recently has been assistant manager of KCSJ and prior to that was on sales staff of KOB Albuquerque.

Mr. Scott

LAWRENCE L. LOWMAN, CBS vice president and wartime chief of communications branch of Office of Strategic Services, has been named an honorary commander of military division of Most Excellent Order of the British Empire, in recognition of his work with British military groups during World War II. Mr. Lowman was cited specifically for ". . . the establishment and maintenance of a world-wide system of clandestine communications . . . and his organizing ability in developing many new types of communications equipment which were of great value to the allied war effort."

NILES TRAMMELL, NBC president, was inducted Dec. 19 into Alpha Delta Sigma, national advertising fraternity, at New York U. School of Commerce.

G. RICHARD SHAFTO, general manager of WIS Columbia, S. C. and an NAB board member, has been appointed a colonel on the staff of South Carolina's Governor J. Strom Thurmond. Citation reads in part: "That reposing special trust and confidence in the patriotism, valor, fidelity and abilities of G. Richard Shafto I do hereby appoint him a colonel to the governor of the state of South Carolina . . ." Appointment is retroactive to Oct. 31.

Mr. Shafto

J. FRANK BURKE Sr., owner of KFVD Los Angeles, and Mrs. Burke celebrate their 50th wedding anniversary on Dec. 29.

JOHN W. ELWOOD, general manager of KNBC San Francisco, has been appointed member of California Youth Committee by Governor Earl Warren. Committee acts in advisory capacity to California Youth Authority and to other state departments which are primarily concerned with youth welfare.

HAROLD E. FELLOWS, WEEI Boston general manager and manager of CBS New England operations, has been elected to the Bostonian Society. He also has been named to advisory committee of northeastern regional office of National Conference of Christians and Jews Inc.

ROBERT E. WHITE, general manager of KYW Philadelphia, and **ARTHUR C. SCHOFIELD**, KYW advertising manager, have received honorary memberships in Philadelphia Radio Service Men's Assn., group of radio repairmen. KYW has been publicizing group and urging listeners to look for PRSMA decal when hiring radio service men.

DON LEE-MUTUAL has announced that construction of its new $2,500,000 West Coast studio being erected in Hollywood is ahead of schedule and will be ready for occupancy in the late spring.

THE 17th annual yearbook of Ohio State's Institute for Education by Radio, titled "Education on the Air," will be distributed in January.

Joint Party

NBC and ABC have added an improvement to the current "Good Will Toward Men" atmosphere. "Good Will Toward Rival Networks" is the idea. NBC held one of its two Christmas parties this year in conjunction with ABC, according to a joint announcement made by Niles Trammell, NBC president, and Mark Woods, ABC president. About 1,100 children of employes of both networks attended the party in NBC Studio 8H, New York. Milton Cross, portly NBC announcer, played Santa. NBC scheduled another Yule frolic at the Waldorf-Astoria Dec. 23.

January Start Planned By KIOA Des Moines, Ia.

KIOA Des Moines, Iowa's newest independent, plans to begin operation sometime in January. Studios and offices are located in Des Moines' Onthank Building and construction is well underway on the transmitting plant and six towers two miles northeast of Hartford, Iowa. The station will operate with 10 kw daytime and 5 kw nighttime on 940 kc, while 40 kw is authorized for FM operation.

Mr. Boler

John W. Boler, former owner of KSJB Jamestown, N. D., is general manager of KIOA and president of the licensee, Independent Broadcasting Co. Other officers of the company are Kenneth Durham, vice president; John Gamble, secretary; and Edwin Buckley, treasurer. Directors are Joseph Rosenfield, John Ruan, Robert Root, and Messrs. Buckley, Durham and Boler.

Antenna Said to Boost WLWT's Effective Power

ALTHOUGH the actual power of the transmitter of WLWT Cincinnati, Crosley video station, is 5 kw, the station's five-bay turnstile antenna, 571 feet above the average terrain, will give the station an effective power of 50 kw, according to R. J. Rockwell, Crosley vice president in charge of engineering.

The six-gain antenna, built by RCA, is 85 feet long and will be mounted on a 500-foot steel tower, appreciably higher than the present tower of W8XCT, company's experimental video station, whose signal WLWT will exceed by 200 to one. New transmitter will radiate three signals simultaneously, Mr. Rockwell said: The video sight, its accompanying sound and the signal of WLWA, Crosley FM station. Signals are kept separate by a triple-filter device.

WHAT the Governor of New Jersey said to the general manager of the new WNJR Newark was, obviously, "Congratulations." Occasion was a dedicatory broadcast as the station, formerly operated in Brooklyn as WBYN, took the air in Newark with new call letters and new power (5 kw on 1430 kc). Shown (l to r): General Manager Otis P. Williams; Publisher Edward W. Scudder of the *Newark News*, which owns WNJR; Gov. Alfred E. Driscoll. The station's business offices and studios are in a completely remodeled building at 91 Halsey Street; its transmitter is in a new building at Union, N. J. RCA equipment is used throughout. Edward W. Scudder Jr. is station president. Staff executives include Peter Testan, chief engineer; Paul Monroe, program director; Harry Nash, director of news, sports and special events; Leo Freudberg, music director, and James R. Ryall, promotion manager. WNJR began operations Nov. 19.

RADIO HABITS ARE STUDIED

U. of Oklahoma Radio Students Find People Listening More

DO PEOPLE listen to the radio more or less than they did a year ago? That is the question radio students from the U. of Oklahoma set out to answer under the direction of the coordinator of radio, Sherman P. Lawton. The sample county used was Cleveland County, Okla. Results have just been announced from the survey conducted during the week of Nov. 10-17.

Majority of the 381 families or 37% questioned listen more than they did a year ago. There were 32% who thought they listen the same, and 29% thought they listened less.

As a group, the low and medium income families think they listen more. And there is an apparent tendency for increased listening among the middle and high educational level groups when the educational level of both parents is studied in regard to the amount of listening.

It was found, however, that the largest number of factors which affect the amount of listening have to do with conditions over which the broadcaster has no control. Less than one-fourth (23%) of the reasons given have to do with programs. The rest of the reasons are personalized. Principal reason given for listening less was "too busy."

According to Mr. Lawton, the purpose of the study was not so much to reach conclusions as it was to develop a technique by which non-listening could be studied.

New Katz Calendar

NEW edition of the Calendar of Expiration Dates has been published by Katz Agency Inc. The 1948 edition contains a reference table by which expiration dates can be located for 13, 26, 39 and 52 weeks. It is designed to save time in planning broadcast contracts. Listed are Katz offices and stations represented.

"WOR NEWS." Four-page monthly house organ of WOR New York staffers, made its debut Dec. 22. Bill Crawford, station account executive, is editor.

COMMERCIAL

WILLIAM EDHOLM, former sales manager of KOIL Omaha has been appointed retail sales manager for Rural Network, operated by Broadcasting Corp. of America.

LEW SARGENT, veteran of 14 years in radio, has been appointed commercial manager of WHAV Haverhill, Mass. He formerly had been with WEEI Boston for 11 years, and had served with WKOX Framingham, Mass., WHDH and WNAC, both in Boston. Mr. Sargent has worked as announcer, producer, news editor, night manager and salesman. **JOHN KIRBY**, new to radio, has joined WHAV as salesman.

Mr. Sargent

NINA KENT, traffic manager of WINS New York, has resigned to return to her home in Atlanta, Ga., to be married. **MURIEL KALISCH**, who was assistant traffic manager, has assumed Miss Kent's duties, and **DOROTHY WALL**, formerly of WHEC Rochester, has been appointed assistant traffic manager.

EDWARD P. SHURICK Jr., promotion director of Free & Peters, is the father of a boy, Edward P. Shurick 3rd, born Dec. 10.

GEORGE STARR, former commercial manager of WCMW Canton, Ohio, has joined sales staff of WPGH Pittsburgh.

GENE GRANT & Co. has been appointed national representative on Pacific Coast for KOCS and KOCS-FM Ontario, Calif. **DONALD COOKE Inc.** will represent the stations in New York and Chicago, effective Jan. 1.

EDWARD P. SCULLY, formerly with Universal Pictures, has joined WLAW Lawrence, Mass., as salesman.

The Nunn Stations

4 ABC
1 CBS
5 ★

★ IMPORTANT MARKETS

- Amarillo, Tex. ..... KFDA (ABC)
- Ashland, Ky. } ..... WCMI (CBS)
- Huntington, W. Va. }
- Knoxville, Tenn. ..... WBIR (ABC)
- Lexington, Ky. ..... WLAP (ABC)
- Mobile, Ala. ..... WMOB (ABC)

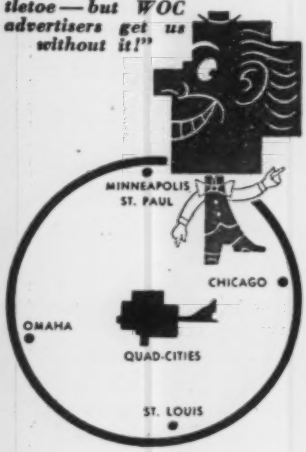
Each of the Nunn Stations gives needed coverage in the basic, populous areas of their respective markets. Sales results on a low cost per listener basis. Let them "sell" for you in 1948.

RESPONSE-ABILITY is the BUY-WORD

KNOW
The Most Listened-to Station in
AUSTIN
Morning, Afternoon and Night
AMERICAN BROADCASTING COMPANY ● TEXAS STATE NETWORK
WEED & COMPANY, National Representatives

WOC

"Sure, we like mistletoe — but WOC advertisers get us without it!"



QUAD Cities

DAVENPORT, ROCK ISLAND
MOLINE, EAST MOLINE

Only WOC delivers satisfactory year-round NBC service to the Quad-Cities . . . the largest metropolitan area between Chicago and Omaha, and between Minneapolis and St. Louis. Approximately 218,000 people work and live here . . . make it the 40th retail market in the nation.

5,000 Watts, 1420 Kc.
Basic NBC Affiliate

B. J. Palmer, President
Buryl Lottridge, Manager

WOC

WOC-FM

DAVENPORT, IOWA

National Representatives:
FREE & PETERS, Inc.

ALLIED ARTS

BARTLETT T. MILLER, assistant vice president of American Telephone and Telegraph Co., has been elected vice president in charge of Long Lines Dept. of AT&T, effective Jan. 1. He will succeed **FRANK P. LAWRENCE**, who is retiring after 35 years with the firm.

SAMUEL H. NORTHCROSS, formerly with research department of Young & Rubicam, New York, and now vice president of Audience Research Inc., that city, will speak Jan. 8 to radio students of Fordham U. He will discuss various methods employed in gauging audience measurement and audience reaction.

AMERICAN MARKETING Assn., Committee on Teaching Advertising, meets in Chicago today (Dec. 29), with main topic of discussion, radio advertising courses.

COLONIAL RADIO Corp., subsidiary of Sylvania Electric Products Inc., New York, and maker of home radios for Sears Roebuck Co., has announced closing of Bloomington, Ill., plant, and concentration of all chassis production in Buffalo, N. Y. All Colonial cabinets for California area will be made in Riverside, Calif. Bloomington plant will be used by Sylvania for either warehouse or possible manufacturing center.

ORSATTI AGENCY, Hollywood talent representatives, have started television department headed by **MARVIN SALTZMAN**.

BEN PEARSON, associate of **HARRY OMMERLE** in A. & S. Lyons Inc. New York office, has been transferred to Hollywood to handle radio operations for the program-packager talent agency.

PHILCO Corp. will hold midwinter, week-long convention for its wholesale distributors and district sales organizations at Palm Beach, Fla., beginning Jan. 19, according to **JAMES H. CARMINE**, vice president in charge of merchandising. Sales strategy for 1948 will be discussed.

LYMAN SMITH, manager of Broadcast Recorders, Hollywood, has resigned.

FM SUBURBAN OUTLET TO OPEN IN CAPITAL

WBUZ Bradbury Heights, Md., new FM station licensed to Chesapeake Broadcasting Co., will take the air Jan. 1. With studios in the Washington, Marlboro & Annapolis bus terminal, 1510 Southern Ave. in the southeastern section of Washington, the station will cover a fast-growing suburban area now lacking a local outlet.

WBUZ will operate on 96.7 mc channel 244, as a Class A station. Leslie Altman, president of the bus line, is president and treasurer of the 1-kw station, which will be on the air from 7 a.m. to midnight. Al Porter, formerly of Lewis Adv. Agency, Washington, will be vice president and general manager. Gordon Shaw, announcer and producer of WMAL Washington, will be program director.

The station will have the first Gates FM transmitter. Program service will include the AP radio wire and World transcription library.

Granik Named Advisor

THEODORE GRANIK, moderator for the *American Forum of the Air*, ABC, Tuesday 10-10:30 p.m., has been named a special advisor to Sen. Warren P. Magnuson (D-Wash.), a member of the Senate Interstate Commerce Committee.

Faces Were Red

BRAND-NEW 50-kw transmitter of KGO San Francisco pulled a "sit-down" strike Dec. 11. A modulator tube failed at 7:53 p.m., just as the mystery thriller, *The Clock*, was reaching a climax. Technical difficulties made it impossible to turn on KGO's old transmitter, used as an auxiliary, until *The Clock* was over. KGO switchboard was flooded with calls demanding to know the outcome of the story. So KGO's news staff prepared a summary of the closing moments of the program, which Jim Moore read to listeners on the station's news period at 11 p.m.

Cooperative FM Outlet Breaks Ground in Capital

GROUND has been broken near West Falls Church, Va., by Cooperative Broadcasting Assn. for a co-op station owned by eight consumer cooperatives it the area. The station, an FM outlet, will have the call letters WCFM. CP was granted in October.

Helmuth F. Kern, WCFM manager, said the station will be on the air next May. It will function "as a commercial station in the best sense of the word 'comercial'." It will have a 250-foot tower 800 feet above sea level with power of 20,000 w. Studios will be at 2621 Virginia Ave., Washington, D. C.

NCSN Adds Five

THE NORTH CAROLINA State Network has announced the addition of five more stations, giving it a total of 14 outlets. Added are: WDUK Durham, WCEC Rocky Mount, WRRZ Clinton, WKNS Kinston, and WRRF Washington, N. C. All are 1 kw except WRRF, which is 5 kw. The Friedenberg Agency, Inc., New York, is national representative for NCSN, whose main offices are in Charlotte, N. C.

WWOK Sale Inquiry Issues Are Reported

Frequency Trafficking Question Is Raised by FCC

WHETHER FCC approval of the proposed $100,000 sale of WWOK Flint, Mich. "would give approval to trafficking in frequencies or licensed privileges" will be one of the questions to be answered in the forthcoming hearing on the transfer, the Commission said last week.

The price involved will be another.

FCC announced a week ago that it had set the case for hearing [BROADCASTING, Dec. 22]. Owners Albert S. and Robert A. Drohlich, who sold KDRO Sedalia, Mo., when they entered the armed forces in 1944, own WWOK (1470 kc, 1 kw) but proposed to sell it to Cooperative Radio Inc., headed by Herbert L. Crate, Houston businessman, for $100,000 [BROADCASTING, Sept. 8].

In their application for FCC consent, they attributed the proposed transfer to a great extent to the economic effects of an influx of other new stations within the area. The construction permit for the station was issued approximately a year ago [BROADCASTING, Nov. 11, 1946].

FCC's order calling a hearing, released last Monday, said the date would be set later and specified two issues for consideration:

1. **To obtain full information as to arrangements between the parties with reference to purchase of the station involved including the value of the properties to be conveyed and the price to be paid therefor, and whether approval of these arrangements would in the public interest.**

2. **To determine whether approval of the proposed transfer would give approval to trafficking in frequencies or licensed privileges.**

The Commission's decision to call for a hearing was reached on a split vote, Comrs. E. K. Jett and E. M. Webster favoring a grant without hearing.

BEGINNING New Year's Eve, WCKY Cincinnati, will extend its broadcasting schedule to 24 hours daily, except on Sundays when regular 18-hour schedule will be maintained.

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

The best tonic for bewildered New Englanders—a practically unknown species—is a good dose of the nearest NERN station. How to buy, when to buy, where to buy, are all in the NERN prescription. Doctors take NERN regularly and so do their patients. People and sales stay healthy in New England.

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

These stations are NBC affiliates and carry the nation's popular top-ranking shows.

These stations represent over twice the power of any other combination in the area.

'WHEN YOU BUY NERN YOU BUY A NETWORK'

nern

New England Regional Network, Hartford, Conn.

NERN COVERAGE

New England—where 97.4% of the population listens regularly to NERN.

New England — where 8% of the nation's retailed goods are consumed annually.

New England — where 11% of the capital resources of U. S. banks are held.

NERN TIME

A day-time quarter-hour costs only $308. No line charges. Free studio facilities in Boston, Hartford or New York.

Nationally represented by WEED & COMPANY
New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

PROMOTION

IN EFFORT to furnish youth of the area with wholesome entertainment, WCAU Philadelphia is presenting its "Junior Canteen," starring Disc M.C. Hal Moore, at local junior and senior high schools every Friday evening. Canteen is not broadcast, but is aimed at fostering teen-age recreation as means of preventing juvenile delinquency. Station supplies talent, turntables, public address system, advertising and publicity material for the affair. If admission is charged station requests that it be limited to 25 cents, with all funds kept by sponsoring school. Response has been so enthusiastic that WCAU is scheduling the canteen for each week throughout scholastic year.

N. C. Package

HOLIDAY BROCHURE has been released by North Carolina State Network, giving rate and coverage data of its 14 stations. Cover of two-color brochure features drawing of large Christmas gift box labeled "Now For You—North Carolina In a Package!" Inside spread presents coverage map of 14-station network and statistics on area's population, radio homes, retail sales and buying income, stressing fact that advertising is available at one cent per thousand people. Back cover lists six outstanding advantages of network, accompanied by rate chart.

KWSC Report

REPORT of operations of KWSC Pullman, Wash., State College of Washington station, for college-year 1946-47 has been prepared in album form by the school. Titled "As a Quarter-Century Ends," 17-page report reviews advancement made by the non-commercial station during past year. Introduction of report is letter from Frederic Hayward, KWSC station manager. Album is divided into sections, each discussing a separate department of station. Concluding portion of report lists students now studying radio at KWSC, and partial list of station alumni now engaged in commercial radio.

Banking Promotion

MATCH BOOKS bearing station call letters are being distributed by bank tellers in Columbus, Ind., through arrangement worked out by WCSI (FM) that city. Bank personnel hand WCSI match covers to all persons making deposits or withdrawals. Similar arrangements have been made with local hotels, bus stations and railroad depots.

Toni Twins

DIRECT radio tie-in with newspaper and magazine advertising is being employed on Toni Co. portion of ABC's "Ladies Be Seated," show. Program features "Telephone Twin Hunt" in which M.C. Tom Moore calls listeners to ask whether person can identify twins whose picture has appeared in a Toni home permanent ad. Listener naming twins receives $100. Purpose of contest is to stimulate readership of ads.

KODY Trophies

SPORTSMANSHIP trophies were awarded to members of North Platte high school and St. Patrick's high school by KODY North Platte, Neb. Trophy goes to boy from each school voted as displaying best sportsmanship during the playing season. KODY makes these awards each year at the banquets of the two schools.

Luncheon Bulletins

LUNCHEON bulletins are being distributed daily by WGL Fort Wayne, Ind., to two of Fort Wayne's leading restaurants. All late news bulletins are compiled around 10 a.m., run off on ditto machine and delivered to the restaurants. Bulletin is placed on each table of the two restaurants, English Terrace Restaurant and the Victory Club.

'Good Neighborhood Clubs'

TO PROMOTE inter-racial understanding and combat juvenile delinquency, "Good Neighborhood Clubs" for children of all ages have been organized by Voltairine Block, who conducts "The Children's Songbag" on WCOP Boston. Miss Block has completed organization of seven clubs and is making plans for representatives of the groups to appear on the WCOP program.

CKVL Calendars

STAND-UP desk calendars have been distributed to the trade by CKVL Verdun, Que. New 1948 calendars are printed on green background and feature illustration of CKVL microphone, displaying station's power and frequency. With each calendar, station sent letter reviewing its activities in 1947 and its plans for 1948.

Staff Greetings

MESSAGES of Christmas greetings were aired 18 times during Christmas Day over WOTW Nashua, N. H., as individual contributions of station's staff. Personal messages from each of WOTW's 18 staffers were transcribed and broadcast at intervals throughout the day.

WSAM Bean Bags

UNUSUAL Christmas gifts have been distributed to the trade by WSAM Saginaw, Mich., in form of bean bags. Bags are taged with station's call letters and inscribed "from "Bean Capital of the World." Distribution was made to points as far away as the Philippine Islands and Hawaii. For the ladies, WSAM sent out 200 bottles of perfume as its Christmas greeting.

WHBC Mailings

PRESCRIPTION BLANKS bearing promotional copy for "The Drama of Medicine," heard on WHBC Canton, Ohio, have been sent by that station to 200 doctors in the area to announce that Finney Drug Co. of Canton is now sponsoring the show. Message, printed on Finney drug blanks, briefly describes format of show. Other WHBC mailing pieces include post cards to 500 wine outlets in area plugging spot announcements of Gallo Wines on WHBC, and post cards to 500 retail beer outlets promoting "Sons of the Pioneers" sponsored on WHBC by Burkhardt Brewing Co.

SELL

No. 1 Market

• WINSTON-SALEM
• GREENSBORO
• HIGH POINT

IN THE SOUTH'S

No. 1 State

WSJS

AM WINSTON-SALEM FM

THE JOURNAL-SENTINEL STATIONS

NBC AFFILIATE

National Representative

HEADLEY-REED COMPANY

A TELEVISION camera is a little different from the type Film Star Jimmy Stewart (r) is used to working with, but he is learning its secrets from two experts. James Hanrahan (l), general manager of WEWS (TV) Cleveland, and Jack R. Howard, president of Scripps-Howard Radio, explain the camera to Mr. Stewart, who appeared on the WEWS debut program Dec. 18.

HEADSET HOOKUP

WENY Supplies Bedside Sets To Local Hospitals

INDIVIDUAL headset receivers and full program service have been supplied without charge to the local hospitals in Elmira, N. Y., by WENY, Gannett Newspapers Inc.'s Elmira station. Installation of 198 earphone outlets with individual bedside volume control has been completed at Arnot Ogden Hospital, and the station is making plans for a similar arrangement at St. Joseph's, the larger of Elmira's two hospitals.

Project was begun several months ago when WENY officials met with representatives of the two hospitals and offered to install the earphones at all ward beds and semi-private rooms. Hospital directors were so impressed with the plan that they later extended the service to private rooms.

Complete schedule of WENY each day from sign-on to sign-off is fed to this "headset hookup." To reduce interference from X-ray equipment and other high frequency hospital apparatus, the station picks up its own signal several miles from its towers, routes program over leased lines to a central amplifier at the hospital switchboard, where it is monitored and distributed to the bedside sets.

Patients are able to adjust the volume on their receivers themselves as the headphones plug into a miniature jack box located at the head of each bed.

WENY is sponsoring the project as a public service, with the only publicity being small gold lettering on each headband.

Promotion Personnel

ROBERT McDONALD, formerly of San Diego Union, has joined KSDJ that city, as sales promotion and publicity director. He succeeds **LISLE SHOEMAKER** and **GEORGE DAWKINS**, both resigned.

THOMAS L. MEANS, former general manager of WFAK Charleston, S. C., has been added to staff of CBS and CBS-owned stations promotion service effective Jan. 5.

JOHN L. SLATTON, former Army public relations man, has been appointed promotion manager of WJLD Bessemer, Ala.

ANGUS M. NICOLL, former promotion manager with KOIL Omaha, KFOR Lincoln, and WDGY Minneapolis, has joined WNAX Yankton, S. D., as promotion manager.

GENE GACH, publicity and promotion director of KFWB Hollywood, is the father of a boy, Gary.

JACK O'MARA, ABC Western division promotion manager, is the father of a girl, Kathleen, born Dec. 18.

BRUCE W. DENNIS, public relations director of WGN Chicago, has been appointed to membership on Adv. Committee of Chicago's campaign for safer driving and walking.

RANDY SMITH, advertising and promotion manager of KOA Denver, won two "Ad of the Month" awards from the Advertising Club of Denver for the month of November.

CKEY Toronto inaugurated its new 5-kw Canadian Marconi transmitter Dec. 21, with special program and addresses by Ontario Premier George Drew and Toronto Mayor Robert Saunders.

CHNS

HALIFAX NOVA SCOTIA

THE SIGNBOARD OF SELLING POWER IN THE MARITIME PROVINCES

ASK JOS. WEED & CO.

350 Madison Ave., New York

He Has the Reasons Why!

EXPANDING

Power, Service, Coverage for 1948

EXPANDING . . .

to 5,000 watts, unlimited time, on 630 kilocycles for KMAC in 1948.

EXPANDING . . .

to 50,000 watts on 99.5, FM channel 258 for KISS in 1948.

EXPANDING . . .

in service to the public with more announcements and period broadcasts, without charge, in the public interest, than any other station in San Antonio (in 1946—in 1947—AND in 1948!)

EXPANDING . . .

our coverage to include, not only San Antonio, but Corpus Christi, Austin, Temple and other important South Texas centers.

★ TOWERS OF *STRENGTH* IN SAN ANTONIO ★

KMAC

1240 *a.m.* ON YOUR DIAL

KISS

99.5 *F.M.* CHANNEL 258

Represented Nationally By

JOHN E. PEARSON CO.

WBOW-FM Is Operating 12 Noon to 9 p.m. Daily

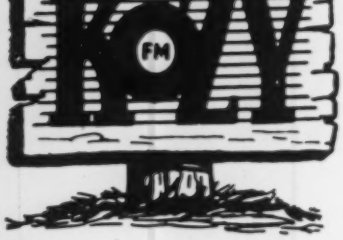
WBOW-FM, sister station of WBOW Terre Haute, Ind., is now on the air daily from 12 noon to 9 p.m. The station, licensed to Banks of the Wabash Inc., operates on 101.1 mc, Channel 266. There is special emphasis placed on news, classical music and local sporting events, with news presented every hour on the hour.

Harry Frey is program director of WBOW-FM, under the over-all direction of Leo Baxter, WBOW program director.

Two Cuba Switches

NOTIFICATION under provisions of NARBA has been made for assignment changes by two stations in Cuba, FCC has reported. CMAQ Pinar del Rio in January is to switch from 810 kc to 920 kc. Power is 1 kw fulltime. CMAB that city in July 1948 is to change from 1450 kc to 810 kc using 5 kw day, 1 kw night, directional.

ONE of the longest video relays yet accomplished was made by KTLA Hollywood recently at ceremonies inaugurating a 65,000-kw steam turbine generator at Harbor Steam Plant of Los Angeles City-Owned Dept. of Water and Power. Relay antenna on roof of steam plant at Wilmington, Calif. beamed 1½-hour telecast to KTLA transmitter on Mt. Wilson 36 air miles away. Buchanan & Co., Los Angeles, agency for Dept. of Water and Power, arranged telecast.



PIONEERING IN KANSAS CITY
SINCE
1942
—
NOW
AN ESTABLISHED
CLAIM
ON THE
KANSAS CITY
MARKET
—
O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

AGENCIES

WILLIAM L. NEWTON, former account executive with Fuller & Smith & Ross, New York, has joined Badger and Browning & Hersey, New York, as an account executive. Prior to war he studied sales promotion and merchandising with General Foods and Seagrams Distillers.

MORGAN S. A. REICHNER, former vice president and director of Abbott Kimball Co., New York, has joined New York office of Buchanan & Co., as vice president and member of plans board. Mr. Reichner served as lieutenant commander in Navy and also saw duty with OSS and OWI. Prior to war, he was head of Morgan Reichner & Co., New York.

Mr. Reichner

TOM SLATER, who recently assumed duties of CHARLES T. AYERS who resigned as vice president and business manager of Ruthrauff & Ryan, New York, also has been named director of network relations for that agency.

CHRISTY T. ALLEN, formerly with Compton Adv., New York, and A. C. Nielsen Co., has joined San Francisco office of BBDO as account representative. He had been account executive with Compton, and prior to that was vice president of Nielsen Co.

ROBERT McDONALD, former Miller's National Federation program director, has joined Dancer-Fitzgerald-Sample Chicago office, as account executive.

JOHN FREIBURG & Co., Los Angeles, has expanded offices to 812 W. Eighth St., and has added following members to its staff: RUSSELL K. WELLS, NEIL R. NELSON, RICHARD MITCHELL, and MARY STEWART.

ARTHUR KRAMER and NORMAN HARRIS have been appointed account executives in photography and food fields, respectively, for Harold Paris Adv., New York. ROBERT G. BERTLEY, who has been account executive and copywriter since April, has been named copy chief of the agency.

JACK ROCHE, formerly of Young & Rubicam, New York, has joined N. W. Ayer & Son, Hollywood, as producer.

FRITZ BLOCKI, former writer-producer and one-time columnist, has been appointed to handle radio programs originating from West Coast and publicity promotion for Kaiser-Fraser account for Swaney, Drake & Bement Inc., Hollywood office. He will serve under JAMES EMMETT, Hollywood office manager.

ALICE RICHTER, head bookkeeper of N. A. Ayer & Son, Hollywood, and JACK WESLEY, business executive, were married in Pasadena, Calif. Dec. 5.

MADELYN MILES, formerly with Maxon's Adv. which recently closed Los Angeles office, has joined radio staff of McNeill & McCleery Inc., Los Angeles.

RAYMOND E. PROCHNOW, former general sales manager of California Assoc. Products Co., Los Angeles, has joined Scholts Adv. Service, that city, as an associate.

JOHN STEDMAN, formerly on radio production staff of McCann-Erickson, San Francisco, has joined Morgan Inc., Los Angeles, as a copywriter.

ARCH WHITE Adv. has opened offices at 408 W. Leslie Drive, San Gabriel, Calif. ARCH WHITE is director. Telephones: Angelus 8765 and Atlantic 9-1431. Accounts include San Gabriel Mission, East Los Angeles Breakfast Club, Warner's Jewelers, Las Vegas.

PAUL MICHELSON, former copy writer with Knollin Adv., San Francisco, has joined Brisacher, Van Norden & Staff, same city.

RUSSELL H. BURKE, former account executive for McCann-Erickson, New York, has been appointed to copy department of Grant Adv., New York.

ROLLAND W. TAYLOR, account executive with Foote, Cone & Belding, Chicago, has been elected a vice president of that agency. Mr. Taylor joined the agency's Chicago office this past June and prior to that was a vice president of William Esty & Co.

Mr. Taylor

THOMAS J. McNALLY, former assistant to advertising manager of Northwestern Miller magazine, has joined W. H. Long Co., York, Pa., as executive assistant.

FLOYD B. LYLE, veteran trade paper editor and formerly with Baltimore Sun, has been named chief account executive of H. K. L. Adv., Los Angeles.

CALLY CURTIS of Mal Boyd Assoc., Hollywood film-radio liaison exploitation firm, has shifted to Raymond R. Morgan Co., that city, to write MBS "Heart's Desire."

You Bring the Ducks

GOT any old parrot feathers lying around? If you do, KYW Philadelphia can use them. Mary Lou Howard, station vocalist, recently told listeners that she knew of a 35-year-old parrot that was moulting. If listeners would send her a Community Chest red feather, she said, she would send them a green one in exchange. The flurry of feathers started, with the red ones coming in by the hundreds, and the green ones soon exhausted. Parrot feathers are scarce items, it seems, and after endless searching of zoos, milinary shops and feather houses, the KYW assistant sales promotion manager, Paul Woodland, came up with a bright idea. KYW is now sending out duck feathers, dyed green, and if the ducks don't mind, the listeners don't seem to either.

CFCF Montreal will replace its 500-w transmitter with 5-kw Canadian Marconi transmitter early in January. Transmitter is located at Senneville, 12 miles outside Montreal.

EDUCATION PROJECT
1,350,000 Students Take Part In Westinghouse Series

AN ESTIMATED 1,350,000 students in 2,700 public, private and parochial schools in 15 states are participating in the 1947-48 series of educational programs now under way in six Westinghouse radio stations, according to J. B. Conley, general manager of the stations. The series includes approximately 900 individual programs.

Stations presenting the series include: KDKA Pittsburgh, WBZ Boston, KYW Philadelphia, WBZA Springfield, WOWO Fort Wayne, Ind., and KEX Portland.

Used as Model

"Our present comprehensive type of educational series was inaugurated at KYW, in 1942," Mr. Conley said, adding that "other stations have used it as a model and within the last year certain aspects of the program have been copied by the United States Army for use in occupied countries."

More than half the programs are in the five-a-week, Monday-through-Friday morning strip broadcast for classroom listening. They cover a different subject each day, and all are either prepared or approved by teachers. "To insure maximum usefulness," said Mr. Conley, "stations prepare handbooks describing each day's broadcast. The manuals are distributed free of charge to teachers, so that classes may be prepared in advance for each lesson."

Series is under direction of Gordon Hawkins, program and educational director of Westinghouse Radio Stations Inc.

Lambert Change

THE ABE BURROWS show on CBS switched to 7:30-7:45 p.m. from 10:30-10:45 p.m. Saturdays on Dec. 27, one week earlier than previously announced by the network. The Lambert Pharmacal Co. sponsors the show starting Jan. 3.

GENERAL ELECTRIC is now shipping new automatic radio-phonograph console which features the company's "electronic reproducer" for record playing. Unit will list for $159.95.

COVERAGE · POWER · RATINGS · SURVEYS · LISTENERS

BY EVERY MEASUREMENT,
WTIC, HARTFORD, DOMINATES
THE PROSPEROUS SOUTHERN
NEW ENGLAND MARKET!

WTIC 50,000 WATTS

DIRECT ROUTE TO SALES IN *Southern New England*
The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network
Represented by WEED & COMPANY • New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood

TELEVISION

Comes to Cleveland!

Scripps-Howard has made Television a reality in Cleveland! WEWS—Cleveland's first Television station—inaugurated regularly scheduled Television service on December 17th. Television interest, in this rich North Eastern Ohio market is at fever pitch. Sponsors already have seized the opportunity to convert Television's mighty impact into sales in the Cleveland area. But there are many choice programs available, from news and sports to variety, audience participation and household features. With interest high and introductory rates low there's an extra value for WEWS advertisers who come in early. Rate card available on request.

THE WEWS BUILDING • 1816 EAST 13th STREET • CLEVELAND 14, OHIO • SUperior 6111

SCRIPPS-HOWARD STATIONS

WEWS-TELEVISION, Cleveland
WEWS-FM, Cleveland
WCPO, Cincinnati
WNOX, Knoxville

FIRST IN CLEVELAND

WEWS *Television*

SCRIPPS-HOWARD RADIO INC.

. . . The Industry Looks to 1948

(Continued from page 42)

year for business in the U. S., what with a great demand for goods and services and ample buying power by the general public.

* * *

DAVID R. FENWICK

EXECUTIVE VICE PRESIDENT, DUNN-FENWICK & CO., LOS ANGELES

IF YOU LOOK BACK about seven years you will have a pretty good picture of the business outlook for 1948. As in 1940, no one can say with certainty what the new year will bring, other than uncertainty. It would be indicated therefore that merchandising and advertising operations for 1948 should be based on a program of extreme flexibility. With such problems as material shortages, foreign aid commitments, universal military training, rationing and the shrinking consumer dollar to consider, business will have to travel with a spare horse for a quick change even in mid-stream. Flexibility in advertising frequently leads to strong consideration of the radio medium. This medium also offers, as we well know, an opportunity to exploit dramatically special features and values in the competitive sale of products. Such selling again will be necessary in view of the shrinking consumer dollar. This, plus recent efforts by networks and stations to make better programming available to regional and local accounts by means of "the cooperative show," for example, will help in keeping radio billing at a high level in 1948.

Mr. Fenwick

* * *

R. B. WESTERGAARD

VICE PRESIDENT, WNOX, SCRIPPS-HOWARD RADIO INC., KNOXVILLE, TENN.

IT IS BELIEVED that 1948 business in the Knoxville area will be good, even better than 1947, and that was a wonderful year for this section. December sales were great and should continue at a high level into 1948. Employment is very high and expected to go higher with new industries starting and TVA, Oak Ridge, Alcoa and others going strong. Tourist travel in East Tennessee hit a new high in 1947, and the 1948 season already is considered ahead of last year. The Great Smoky Mountain Park should continue to lead all national parks in attendance. The Knoxville Chamber of Commerce predicts a banner 1948, and expects the Knoxville trading area to continue its boom for a long while to come.

* * *

WILLIAM B. RYAN

GENERAL MANAGER, KFI LOS ANGELES

THE NATIONAL inflation is to be a real problem to stations, unless the industry generally can increase rates. This, of course, will take the understanding and sympathy of the advertiser before it can be accomplished. 1948 will be a crucial year in FM and television. In Los Angeles FM probably will have a relatively small select audience of those who are particularly fond of classical music. Television, on the other hand, will be strong competition for standard stations in evening time and particularly on sports events. The degree to which television cuts into AM and FM listening audiences will depend, of course, upon the number of receiving sets and the general improvement of programming. And there is also the matter of a 1948 Code. I feel there definitely will be and should be one adopted. Lastly, the great influx of new stations in every market has raised the question of the effect they will have on business of the older stations. In this market at least, I do not believe that the new stations will become serious competition during 1948.

Mr. Ryan

HAROLD ESSEX

VICE PRESIDENT, WSJS WINSTON-SALEM, N. C.

BUSINESS OUTLOOK for 1948 in Piedmont North Carolina and Virginia is generally good. Increasing population and increasing payrolls prevail hereabouts, and those two things usually mean increasing business. That is the picture as of now, and indications are that such a picture will prevail throughout 1948. However, what with the ability of the nation and world to undergo quick and significant changes these days, that rosy picture can change quickly to one of less attractiveness. Summing up, I'd say we can look forward to a good year but let's keep the hinges oiled on the storm cellar "just in case."

Mr. Essex

* * *

ROBERT M. SAMPSON

WSAI CINCINNATI

1948 SHOULD BE very much like 1947. Production will approach and, in some cases, equal or exceed demand. This circumstance will broaden our classifications. In the meantime, a departure from scarcity will cause a reappraisal of some expenditures. The overall effect should be a slight increase in volume.

* * *

LINDSEY SPIGHT

PACIFIC COAST MANAGER, JOHN BLAIR & CO., SAN FRANCISCO

IN THE COMING YEAR we look for a gross business not less than in 1947—which was our largest in 14 years. However, we anticipate quite a change in billings—particularly among our food accounts. Some of the old, established advertisers in this category are either cutting down or cancelling. This is due to several factors — talk of rationing next year, government food conservation programs, heavy shipments to Europe and the Orient, but probably the principal reason is the drop in consumers purchasing due to inflationary prices. Some brewers, too, come under this budget-slicing program.

On the other side of the ledger though we have a number of accounts, many of them new to radio, who will use the medium for the first time. And some of the regulars will increase their advertising budgets due to steadily growing stiffer competition in industry.

Mr. Spight

* * *

JAMES E. GORDON

GENERAL MANAGER, WNOE NEW ORLEANS

WE WILL CONTINUE to work hard and sell, regardless of competition.

GENE CAGLE

PRESIDENT, KFJZ FORT WORTH

MORE CAREFUL buying is indicated for 1948, with more competition as new stations enter this market. There is a good chance some stations will operate in the red. Profits of all stations may go down.

* * *

DON FEDDERSON

EXECUTIVE VICE PRESIDENT AND GENERAL MANAGER, KYA SAN FRANCISCO—KLAC HOLLYWOOD

BOTH of our stations enjoyed a healthy business year in 1947 and we anticipate business to be equally as good in 1948. A slight recession was felt in San Francisco this year due to the fact that firms could sell all they could produce—therefore cutting their advertising budgets. But we look for 1948 to be highly competitive among industries, with the resultant increase in advertising budgets.

Mr. Fedderson

Local and regional business will probably show more of an increase than national. I believe national advertising reached a peak during the war years.

The influx of new stations shouldn't cause too much worry among the oldsters. They will help initiate new advertisers, a certain percentage of whom later will turn to larger stations with greater coverage. I don't believe FM will make a dent in advertising budgets in 1948.

* * *

FRANCES R. GIFFEN

KIEM EUREKA, CALIF.

GROSS BUSINESS will increase due to growth of this area.

* * *

JOHN H. WEISER

VICE PRESIDENT AND PACIFIC COAST MANAGER, RUTHRAUFF & RYAN INC., HOLLYWOOD

ADVERTISERS generally seem to be well aware that most classifications of business already have entered into a competitive era, and that the battle for sales supremacy will accelerate materially during the next 12-month period. As a consequence, various media are being very carefully scrutinized for their ability to deliver the greatest number of buyers. Where product distribution is adequate, radio has assuredly demonstrated its ability to deliver buyers. Accordingly, radio is receiving major consideration for many well-balanced advertising programs during the forthcoming year. It would probably receive even greater active attention if

Mr. Weiser

(Continued on page 74)

Why does Quaker Oats depend on spot radio programs?

ASK YOUR JOHN BLAIR MAN

Offices in Chicago
New York • Detroit
St. Louis • Los Angeles
San Francisco

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
904 NATIONAL PRESS BLDG. DI. 1205
WASHINGTON, D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-514 Munsey Bldg. — District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

RING & CLARK
25 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG. WASHINGTON, D. C.
13TH & E STS., N. W.
NATIONAL 6513-6515

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

HAROLD B. ROTHROCK
GEORGE B. BAIREY
ASSOCIATE
1909 EYE ST., N. W. NATIONAL 0196
WASHINGTON, D. C.

GARO W. RAY
991 BROAD STREET PHONE 5-2055
BRIDGEPORT, CONNECTICUT

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St. N. W. Room 1210
DISTRICT 4127

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161
1000 No. Seward St. Ho. 6321
Hollywood, 38, Cal.

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
CONSULTING RADIO ENGINEERS
363 E. 75TH ST. TRIANGLE 4400
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. ADams 3711

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. REPUBLIC 1951
WASHINGTON, D. C.

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15TH ST., N.W. REPUBLIC 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1108 LILLIAN WAY GLADSTONE 6178
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
Consulting
Radio Engineer
P. O. Box 2407
Birmingham, Alabama
Bessemer 3690

ANDERSON & MERRYMAN
New York City New Orleans
33 W. 42nd St. American Bk. Bldg.
Longacre 3-6029 Lake Charles, La.
6-1480

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
2308 14th St., N. W.
Washington 10, D. C. ADams 7299

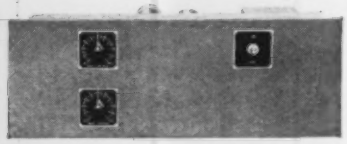
A. R. Bitter
CONSULTING RADIO ENGINEERS
622 Madison Avenue
TOLEDO 4, OHIO

Merl Saxon
3524 South Henderson
Telephone 4-5440
Fort Worth, Texas

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. RE 6646
Washington, D. C.

4 popular Western Electric Amplifiers

—now better than ever!



124 A, E, F, G

Broadcast engineers have found Western Electric 124 type Amplifiers ideal for high quality monitor and audition service. Recent refinements have resulted in *even lower* distortion characteristics and have further improved their performance.

The 124A has one input (line or bridging) and is for use when neither a gain control or power switch is needed at the amplifier.

The 124E is similar to the 124A but has in addition a gain control, power switch and two extra fixed pads for wider range of input level connections.

The 124F has separate line level and mike or electrical transcription input level circuits, each with its own gain control.

The 124G has two separate mike or electrical transcription input level circuits, each with its own gain control.

For full details on these four amplifiers —all ideal for AM or FM—call your Graybar Broadcast Representative, or write Graybar, 420 Lexington Ave., New York 17, N. Y.

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

Western Electric

Distributed by GraybaR — Offices in 92 Principal Cities

—QUALITY COUNTS—

December 19 Decisions . . .

BY COMMISSION EN BANC

Assignment of License

KWFT et al, Wichita Falls, Tex.—Granted consent to assignment of AM station KWFT, associated FM station KWFT-FM and relay stations KWFR and KPAK, from partnership, Wichita Bcstrs., to KWFT Inc. for $690,000.

Petition Denied

Central Michigan Radio Corp., Lansing, Mich.—Adopted order denying petition by Central Michigan Radio Corp. appealing from ruling of Motions Commissioner granting in part Dec. 12 petition filed by WILS, and continuing for 30 days consolidated hearing on their respective applications from Dec. 19 to Jan. 19, 1948.

Petition Granted

WHIO Dayton, Ohio—Adopted order granting petition for reconsideration directed against Commission's action of April 30, in granting without hearing application of WIRL Peoria, Ill.; and order of April 30 granting above application is modified to specify operation with 5 kw-D, 1 kw-N using same DA specified in said application; and application of WIRL requesting operation with 5 kw-N is designated for hearing and WHIO made party to proceeding. (Comrs. Webster and Jett for denial.)

December 22 Decisions . . .

ACTIONS ON MOTIONS

(By Comr. Webster)

WGAR Cleveland—Granted petition for leave to amend its application to show revised technical data with respect to power.

WJMR New Orleans—Granted petition for continuance of hearing on application now scheduled Dec. 22, and same was continued to Feb. 24, 1948.

WJR Detroit, Mich.—Granted petition for leave to amend its application to show revised technical data with respect to power.

E. E. Krebsbach, Williston, N. D.—Granted petition to dismiss without prejudice its application.

Bay County Broadcasting Co., Panama City, Fla.—Dismissed petition requesting continuance of hearing scheduled for Dec. 12 in re Dockets 8508 and 8507.

Carolina Bcstrs., Anderson, S. C.—Granted petition for leave to amend its application to specify 1280 kc in lieu of 1070 kc, etc. Amendment was accepted and application removed from hearing docket. Further ordered that application be removed from hearing docket.

KBKI Alice, Tex.—Granted petition requesting leave to amend its application to specify different trans. and ant. site, etc.

Fulton County Broadcasting Corp., Atlanta, Ga.—Granted petition for leave to intervene in proceeding on application of Pure Bred Broadcasting Co.

KGO San Francisco—Granted petition for continuance of consolidated hearing now scheduled Jan. 5 in Washington, in re Docket 8011, et al, and same was continued to April 5, 1948.

Brunswick Broadcasting Corp., Brunswick, Ga.—Granted authority to take depositions in re its application.

WKAT Miami Beach, Fla.—Denied petition requesting enlargement of issues designated for hearing in re proceeding in Docket 8339.

Foundation Co. of Washington, Washington, D. C.—Granted in part petition requesting continuance of hearing now scheduled for Dec. 23 and hearing was continued to Jan. 30, 1948.

The Travelers Broadcasting Service Corp., Hartford, Conn. et al—Order that the Hartford television hearing presently scheduled Jan. 19, at Hartford, be continued to Feb. 16, 1948, at that place.

WILS Lansing, Mich.—Granted in part petition for continuance of consolidated hearing in re Dockets 8217 and 7979 now scheduled for Dec. 19, to Jan. 19, 1948.

Utica Observer Dispatch Inc. Utica, N. Y. et al—Ordered that hearing scheduled at Utica for Jan. 22 in re Dockets 8445 etc. be continued to Feb. 2, 1948, at that place.

KWKW Pasadena, Calif.—Granted in part petition for continuance of hearing now scheduled for Jan. 19 in re Dockets 6737 and 8454, and continued same to April 9, 1948.

Lycoming County Broadcasting Co., Williamsport, Pa.—Granted in part petition requesting leave to file proposed findings in Dockets 7425 and 7427, and leave was granted for period of 20 days from Dec. 12.

KOOS Coos Bay, Ore.—Granted petition for continuance of hearing scheduled for Dec. 19 to Jan. 8, 1948.

KTKC Visalia, and KERE Fresno, Calif.—Granted joint petition requesting continuance of hearing now scheduled for Dec. 17, to Feb. 2, 1948.

ACTIONS OF THE FCC

DECEMBER 19 to DECEMBER 24

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

December 22 Applications . . .

ACCEPTED FOR FILING

AM—1240 kc

WCOV Montgomery, Ala.—CP install new vertical ant. and mount FM ant. on AM tower.

AM—910 kc

KPHO Phoenix, Ariz.—CP change frequency from 1030 to 910 kc; power from 10 kw to 5 kw; change type trans. install DA-N and change trans. location. AMENDED to change DA and change trans. location.

Modification of CP

KUCB Blythe, Calif.—Mod. CP as mod. which authorized new standard station for extension of completion date.

KLIK San Diego, Calif—Same.

AM—1340 kc

Fred J. Steinmetz, Carlsbad, Calif.—CP new standard station 1450 kc 250 w unl. AMENDED to change frequency from 1450 to 1340 kc.

License for Aux.

KGO San Francisco—License to use old main trans. for aux. purposes with power of 7½ kw.

AM—1240 kc

Blackhawk Bcstg. Co., Sterling, Ill.—CP new standard station 1240 kc 250 w unl. AMENDED to change power from 250 w to 100 w.

Modification of CP

WTTS Bloomington, Ind.—Mod. CP which authorized new standard station to change type trans. to make changes in DA and to change trans. location.

AM—1270 kc

Lake Bcstg. Co. Inc., Gary, Ind.—CP new standard station 1560 kc 500 w-N 1 kw D, unl. AMENDED to change frequency from 1560 to 1270 kc 500 w-N 1 kw-D to 1 kw, install DA-DN, change type trans., change trans. location and change corporate structure.

AM—1490 kc

WKBV Richmond, Ind.—CP install new trans.

AM—1400 kc

The Centerville Bcstg. Co., Centerville, Iowa—CP new standard station 1400 kc 100 w unl.

AM—1170 kc

The Princeton Bcstg. Co., Princeton, Ky.—CP new standard station 1170 kc 250 w-D.

Modification of CP

WHDH Boston—Mod. CP as mod. which authorized increase power, install new trans. and DA-DN and change trans. location for extension of completion date.

AM—1570 kc

Northampton Bcstg. Co., Northampton, Mass.—CP new standard station 1520 kc 250 w D. AMENDED to change name of applicant from Paul E. Higgins, Edward T. Dillon and Harwood Burritt and William F. Higgins partnership d/b as Northampton Bcstg. Co. to Paul E. Higgins, Harwood R. Burrit and William F. Higgins partnership d/b as Northampton Bcstg. Co. and change frequency from 1520 to 1570 kc.

AM—1540 kc

Cadillac Bcstg. Co., Hamtramck, Mich.—CP new standard station 1540 kc 1 kw-D.

AM—1380 kc

Peninsula Bcstg. Corp., Pontiac, Mich.—CP new standard station 1380 kc 500 w-D. AMENDED to specify trans.

AM—1490 kc

Birney Imes Jr., Grenada, Miss.—CP new standard station 1490 kc 250 w unl.

AM—1350 kc

WADC Tallmadge, Ohio—CP mount FM ant. on top of east tower of DA.

Modification of CP

The Eastern Oklahoma Bcstg. Corp., Muskogee, Okla.—Mod. CP which authorized new standard station to change from DA-DN to DA-N and change studio location. AMENDED to change trans. location.

WVAM Altoona, Pa.—Mod. CP which authorized new standard station for extension of completion date.

WBUX Doylestown, Pa.—Mod. CP which authorized new standard station to change type trans. and for approval of trans. and location.

AM—1260 kc

WERC Erie, Pa.—CP change frequency from 1230 to 1330 kc, increase 250 w to 5 kw, install new trans. and DA-DN and change trans. location. AMENDED to change frequency from 1330 to 1260 kc, change from DA-DN to DA-N using non-DA for D and make changes in DA-N; change trans. location.

Transfer of Control

KSST Sulphur Springs, Tex.—Voluntary transfer of control of licensee corporation from Howard S. Smith, from Howard S. Smith, Howard Hicks, R. E. Pratt, Ross Bohannon and John A. Hicks, to Earle Fletcher, Truett Kimzey, Jack C. Elliott, Wm. N. Edwards and J. Warren Day (180 sh. common stock—100%).

AM—1570 kc

Terrell Broadcast Corp., Terrell, Tex.—CP new standard station 1220 kc 250 w D. AMENDED to change frequency from 1220 to 1570 kc; changes in ant. and ground system; change trans. location and change studio location.

AM—1390 kc

WEAM Arlington, Va.—CP change power and hours from 1 kw D to 5 kw unl., install new trans. and DA-DN and change trans. location. AMENDED to change trans. location.

SSA—1360 kc

KVRS Rock Springs, Wyo.—Special service authorization to operate on 1360 kc, unl. with 1 kw D 250 w N employing non-DA for period not to exceed 6 months.

Modification of CP

WCIL-FM Carbondale, Ill.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WIRE-FM Indianapolis—Mod. CP which authorized new FM station to specify type trans., trans. site change ERP to 36 kw, ant. height above average terrain to 407 ft.; specify ant. system.

WSLB-FM Ogdensburg, N. Y.—Mod. CP which authorized new FM station for extension of completion date.

License for CP

WNDR-FM Syracuse, N. Y.—License to cover CP as mod. which authorized new FM station.

Modification of CP

WRRF-FM Washington, N. C.—Mod. CP as mod. which authorized new FM station to change ant. height above average terrain to 360 ft. and make change in ant. system.

License for CP

KSEO-FM Durant, Okla.—License to cover CP as mod. which authorized new FM station.

Modification of CP

KMUS Muskogee, Okla.—Mod. CP which authorized new FM station for extension of completion date.

WFIL-FM Philadelphia—Mod. CP as mod. which authorized new FM station to change trans. site, change type trans., ERP to 11 kw, ant. height above average terrain to 671 ft., make changes in ant. system and change commencement and completion dates.

WIBG-FM Philadelphia—Mod. CP as mod. which authorized new FM station for extension of completion date.

WSJN San Juan, P. R.—Same.

KRBA-FM Lufkin, Tex.—Same.

Modification of License

W3XWT Allen B. DuMont Lab. Inc., Washington, D. C.—Mod. license to designate studio location to change equipment, change power to vis. 5 kw (peak), aur. 3 kw and regular frequency assignment of Channel 5 76-82 mc, make ant. changes.

W2XWV Allen B. DuMont Lab. Inc., New York—Mod. license to change studio location, change aur. power, to 2.5 kw with mod. equipment and make changes in ant. system.

License for CP

W10XQC Philco Television Bcstg. Corp., Philadelphia—License to cover CP which authorized commercial television station.

Ashbacker Radio Corp., Muskegon, Mich.—Licenses to cover CPs as mod. which authorized new remote pickup stations WOGR WIAU.

FM—89.7 mc

State of Wisconsin State Radio Council, Madison, Wis.—CP new non-commercial educational FM station on Channel 209, 89.7 mc, 10 kw.

TV—66-72 mc

Birmingham Bcstg. Co. Inc., Birmingham, Ala.—CP new commercial television station on Channel 4, 66-72 mc, ERP 14.5 kw vis. and aur. and unl.

Modification of CP

WTTG Washington, D. C.—Mod. CP as mod. which authorized new commercial television station for extension of completion date. Also license to cover CP as mod. which authorized new commercial television station.

License for CP

WNBW Washington, D. C.—License to cover CP as mod. which authorized commercial television station.

WABD New York—License to cover CP which authorized commercial television station.

Modification of CP

WGNA Chicago—Mod. CP as mod. to extend completion date.

WWJ-TV Detroit, Mich.—Mod. CP as mod. for extension of completion date.

TV—198-204 mc

Allen T. Simmons, Akron, Ohio—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 28.35 kw, aur. 14.18 kw and unl.

TV—204-210 mc

Dispatch Inc., Erie, Pa.—CP new commercial television station on Channel 12, 204-210 mc, ERP 3.017 kw, aur. 1.5336 kw and unl.

FCC Correction

Washtenaw Bcstg. Co. Inc., Lansing, Mich.—Substitute for Dec. 11 item: CP new standard station 1240 kc 250 w unl. AMENDED to change application from CP new standard station to application for CP for WPAG to change frequency from 1050 to 1240 kc, power from 1 kw to 250 w; hours from D to unl. and change type trans. and omit request for location at Lansing, Mich. Request instead Ann Arbor, Mich.)

ACCEPTED FOR FILING

Modification of CP

KTOR Collidge, Ariz.—Mod. CP which authorized new standard station for extension of completion date.

Assignment of CP

WMIE Miami, Fla.—Voluntary assignment of CP from Lincoln Operating Co. as trustee for Sun Coast Bcstg. Corp. to Sun Coast Bcstg. Corp.

Assignment of License

WLBZ Bangor, Me.—Voluntary assignment of license from Maine Bcstg. Co. Inc. to Eastland Bcstg. Co.

Acquisition of Control

WTTH Port Huron, Mich.—Voluntary acquisition of control of licensee corporation from William W. Ottaway, Mildred J. Ottaway, Hariet R. Ottaway, William James Ottaway, Barbara Ottaway and Stephen R. Ottaway to Louis A. Weil.

Modification of CP

WRWR Albany, N. Y.—Mod. CP which authorized new standard station for extension of completion date.

AM—1600 kc

Eagle Printing Co., Butler, Pa.—CP new standard station 1230 kc 250 w unl. AMENDED to change frequency from 1230 to 1600 kc, change 250 w to 1 kw, change hours from unl. to D and change type trans.

Assignment of CP

WCSC Charleston, S. C.—Voluntary assignment of CP and license from John M. Rivers to WCSC Inc.

KNAF Fredericksburg, Tex.—Voluntary assignment of CP from Walter T. McKay and Arthur Stehling, partnership d/b as Gillespie Bcstg. Co. to Gillespie Bcstg. Co.

Modification of CP

KRBA Lufkin, Tex.—Mod. CP as mod. which authorized install new vertical ant. with FM ant. mounted on top and make changes in ground system, for extension of completion date.

KPAC Port Arthur, Tex.—Mod. CP as mod. which authorized increase power, install new trans. and change trans. location, for extension of completion date.

WJBC-FM Bloomington, Ill.—Mod. CP as mod. which authorized new FM station for extension of completion date.

License for CP

WGNB Chicago—License to cover CP as mod. which authorized changes in FM station.

Modification of CP

WHPE-FM High Point, N. C.—Mod. CP which authorized changes in FM station; for extension of completion date.

WAPO-FM Chattanooga, Tenn.—Same.

WNAC-TV Boston—Mod. CP to change frequency to Channel 13, 210-216 mc, move trans. site change type equipment and make ant. changes, increase ERP to vis. 129.0 kw, aur. 64.5 kw.

Exp. TV Deleted

W10XDP St. Louis—CP new experimental television station on frequency to be assigned in 480-920 mc band and power of vis. 1 kw.

License Renewal

Applications for renewal of standard broadcast station license filed by: KAMD Camden, Ark.; KDNT Denton, Tex.; KDSJ Deadwood, S. D.; KEIO Pocatello, Ida.; KFAM St. Cloud, Minn.; KFLW Klamath Falls, Ore.; KGRH Fayetteville, Ark.; KMYC Marysville, Calif.; KORE Eugene, Ore.; KOSA Odessa, Tex.; KRBC Abilene, Tex.; KRIC Beaumont, Tex.; KSIW Woodward, Okla.; KVAK Atchison, Kan.; KWBW Hutchinson, Kan.; KWHW Altus, Okla.; KXLR North Little Rock, Ark.; WATZ Alpena, Mich.; WRBL Richmond, Va.; WBHF Cartersville, Ga.; WCCP Savannah, Ga.; WCRS Greenwood, S. C.; WCTC New Brunswick, N. J.; WDIG Dothan, Ala.; WDLB Marshfield, Wis.; WEED Rocky Mount, N. C.; WGOV Valdosta, Ga.; WHFC Cicero, Ill.; WILX North Wilkesboro, N. C.; WJMS Ironwood, Mich.; WKLA Ludington, Mich.; WLAY Muscle Shoals, Ala.; WLEE Richmond, Va.; WMBH Joplin, Mo.; WMVA Martinsville, Va.; WNAB Bridgeport, Conn.; WPLH Huntington, W. Va.; WPOR Portland, Me.; WRLC Tocca, Ga.; WRNO Orangeburg, S. C.; WSPB Sarasota, Fla.; WWNR Beckley, W. Va.; WWSC Glens Falls, N. Y.

Experimental television applications for renewal of license filed by: W10XAE Philco Television Bcstg. Corp., Washington, Philadelphia and New York, and W3XE Philadelphia; W3XWT Allen B. DuMont Lab. Inc., Washington, D. C. and W2XWV New York.

WABD New York—License renewal commercial TV station.

WRGB Schenectady, N. Y.—Same.

Applications for renewal of license of experimental TV relay stations filed for: General Electric Co.—W2XUR New York, W2XUQ Beacon, N. Y., W2XUS Cairo, N. Y., W2XGE Schenectady, W2XUP New Scotland, N. Y.; Allen B. DuMont Labs. Inc.—W10XKT New York; Crosley Bcstg. Corp.—W8XCT Cincinnati and W8XST Detroit; The Journal Co.—W9XMK Milwaukee; Hearst Radio Inc.—W3XJD W3XJC Baltimore; Metropolitan Bcstg. and Television Inc.—W2XMT New York.

KRIC Inc., Beaumont, Tex.—License renewal relays KAOV KEGD.

American Bcstg. Corp., Lexington, Ky.—Same for WEGD WEGE WKRB.

TENDERED FOR FILING

AM—1260 kc

WTMV East St. Louis, Ill.—CP change frequency from 1490 to 1260 kc, increase 250 w to 1 kw, install new trans. and change trans. location and install DA-DN.

AM—1370 kc

Suffolk Bcstg. Corp., Patchogue, N. Y.—CP new standard station 1370 kc 500 w D.

Transfer of Control

KXYZ Houston, Tex.—Consent to transfer of control of licensee to Shamrock Bcstg. Co.

APPLICATIONS DISMISSED

Modification of CP

KLAS Las Vegas, Nev.—Mod. CP as mod. which authorized new standard station to change trans. and studio locations. DISMISSED by request of attorney 12-8-47.

AM—1460 kc

The Joseph Henry Bcstg. Co. Inc., Albany, N. Y.—CP new standard station 1460 kc 500 w-N 1 kw-D unl. DISMISSED 12-11-47 in view of Commission's decision.

Guest of Friend

GUEST of distinction on WBCC Bethesda, Md., suburban Washington station, was Margaret Truman. Appearing Tuesday morning after her Monday night recital in Constitution Hall, Washington, Miss Truman was interviewed by her friend Drucie Snyder, conductor of the WBCC program *News and the Women's Angle*. Miss Snyder is daughter of Secretary of the Treasury John W. Snyder.

APPLICATION RETURNED

AM—1400 kc

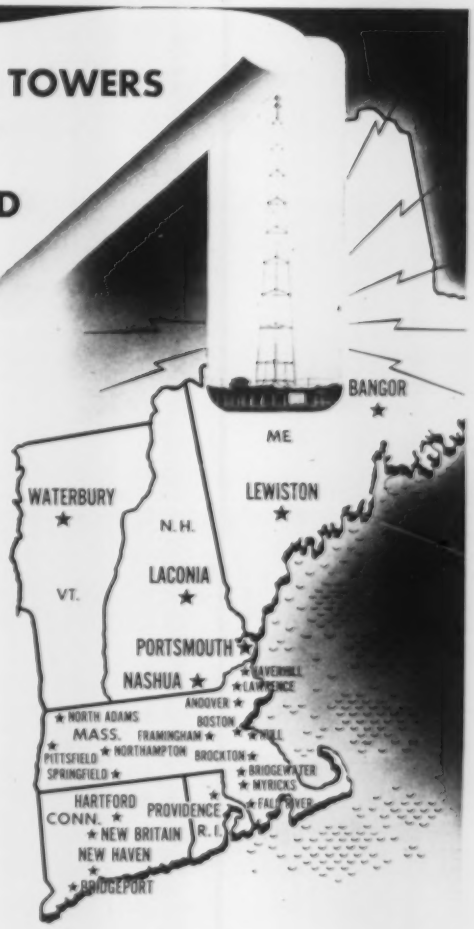
David Harold Woolridge, Memphis, Tenn.—CP new standard station 1400 kc 250 w unl. Contingent upon WHBQ being granted change of facilities. Returned 12-5-47.

(Continued on page 70)

TRUSCON RADIO TOWERS

Blanket

NEW ENGLAND



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There are hundreds of Truscon Radio Towers serving the entire United States, and in many countries overseas. Truscon field experience and manufacturing facilities enable Truscon to meet adequately the individual needs of each broadcasting station. This assures satisfactory, trouble-free operation and ability to meet changing conditions.

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Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.

News

NATHAN KAPLAN, formerly on editorial staff of Indianapolis Star, and **ALEXANDER GABY,** freelance writer and one time city editor of Corning (N. Y.) Advertiser, have joined CBS Hollywood news bureau as senior writers.

BOB BINGHAM, formerly with WBT Charlotte, N. C., has been appointed director of sports and special events of KWSC Pullman, Wash.

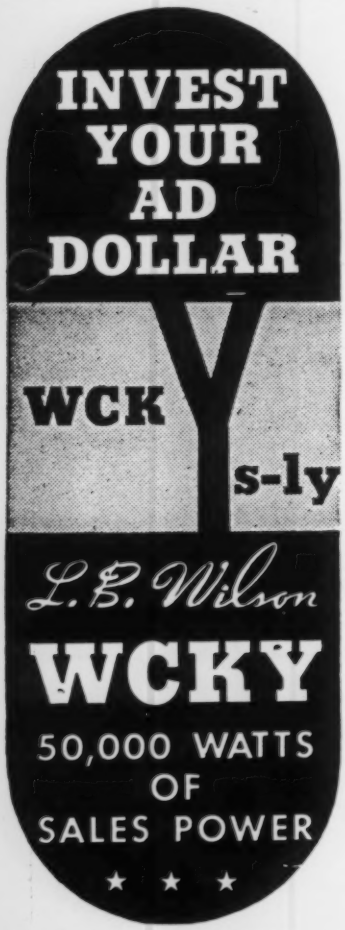
JON HACKETT, former sportscaster of KRNT Des Moines, has been appointed sports director of Rural Network, operated by Broadcasting Corp. of America.

DREW PEARSON, ABC commentator, has received French Legion of Honor, rank of Chevalier, for organizing Friendship Train food shipments to France. Presentation made by Germaine Ponso-Chapuis, public health minister of France, in her office in Paris, where Mr. Pearson's ABC broadcasts originated Dec. 21 and 28.

CANADIAN PRESS and its radio subsidiary Press News Ltd., will move into its own building next spring, now being constructed on University Ave., Toronto.

Sunday Paper Only

THE BRIDGEPORT Herald Corp., Bridgeport, Conn., new grantee of a Class B FM outlet, publishes only the *Bridgeport Sunday Herald.* Firm does not publish the *Bridgeport Post-Telegram* (daily) and *Sunday Post-Telegram* as incorrectly stated in BROADCASTING, Dec. 15. The *Post-Telegram* is owned by the Post Publishing Co.



Networks Do Top Job in Covering UN

Picture of Proceedings Portrayed Swiftly, Accurately

By LESLIE NICHOLS
Mutual Broadcasting System

IN ADDITION to highlighting a choice selection of dramatic United Nations developments, network radio carried to the American public an almost blow-by-blow account of the mounting "cold war" as evidenced in stormy sessions at Lake Success and Flushing Meadow during 1947.

Although the "cold war" between the United States and the Soviet Union is a global conflict, waged on many fronts and across a variety of conference tables, only at the United Nations was radio in a position day after day to tell the story as it unfolded . . . or even better, to let the story tell itself.

Both radio and press had to cope with second-hand official summaries of the Moscow and London sessions of the Council of Foreign Ministers whereas, with few exceptions, there were no barred doors to the coverage of UN's thousands of meetings.

Thus, millions of Americans not only became familiar with exactly *what* delegates said, but they heard *how* the diplomats phrased and delivered their arguments. No amount of printed words could convey the calm, matter-of-fact, methodical approach of Secretary Marshall as it contrasted, for example, with the excitable, vituperative harangues of Deputy Foreign Minister Vishinsky, even through the latter's English translator. But radio did. And the radio audience is that much better informed.

Television at UN

The televising of UN proceedings, still limited largely to New York's metropolitan area except when hookups carried programs farther afield along the Atlantic seaboard, was getting into medium gear and demonstrated its immense potentialities for the rest of the nation in the years to come.

During 1947 the four major networks maintained staff correspondents at the Lake Success headquarters in addition to augmenting their strength at peak periods, such as during the opening days of the Special Palestine Assembly last spring and the convening of the regular session in September.

Yet there were the frequent meetings of the Security Council, the Economic and Social Council, the Trusteeship Council, and the Atomic Energy Commission, all contributing to the kaleidoscopic pattern of world ailments and frustrations.

With such a bewildering array of international problems to air, radio was faced with a herculean task in selection. At times, working under heavy pressure, the job of the men-on-the-spot was complicated by tied-up delegates unable to keep pre-arranged broadcasting appointments, or by decision-making committee meetings which dragged far beyond scheduled time slots.

Handled on News Basis

Through it all, the networks treated UN proceedings on a strictly news basis. The "cold war," with its manifestations in the Greek and Korean dilemmas, and in the veto and atomic energy deadlocks, was after all the story with which the entire world was concerned. By contrast, plans for the social and cultural betterment of humanity seemed of small consequence if the nations were to split apart into opposing groups, each resigned to fight off the other.

Of secondary but no less intense interest, especially to certain groups, was the Palestine question. And here again, radio stepped in to give Arab and Jew alike an opportunity to be heard.

The networks provided almost nightly pickups from the Assembly Hall or Council chambers during important periods of debate. On many occasions, with interest running high, UN radio reporters were brought into three and sometimes four news programs a day, often originating at late hours from their Manhattan studios.

Daily Inserts

Through daily inserts, and especially as a result of several excellent quarter-hour and half-hour weekly programs devoted exclusively to UN events, American listeners became thoroughly familiar with the voices and mannerisms of leading delegates who previously represented mere names devoid of personality. Prime examples were Warren Austin, Herschel Johnson, Dr. Herbert V. Evatt, Andrei Vishinsky, Andrei Gromyko, Hector McNeil, Sir Hartley Shawcross, Dr. Wellington Koo, Alexander Parodi, Dr. Oswaldo Aranha and Paul Henri-Spaak, to mention but a few.

The day-to-day job of bringing UN developments into focus for American audiences fell, in the main, upon the shoulders of a relatively small group of network staff reporters. On the spot at Lake Success and Flushing Meadow throughout 1947 were Pauline Frederick and Gordon Fraser for ABC, Larry La Sueur for CBS, John McVane for NBC, and the writer for MBS. In passing it might be noted that all have had considerable experience in foreign news gathering before, during and since the war.

Top Performers on Hand

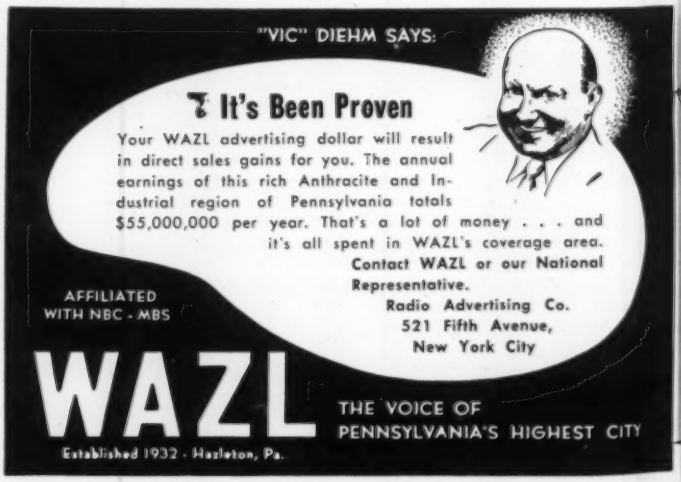
In 1946 the early deliberations of the Security Council at Hunter College and the first regular Assembly session at Flushing Meadow represented something of a novelty to the general public. Moreover, such top performers as Vyacheslav Molotov, Ernest Bevin, James F. Byrnes and Jan Christian Smuts were on hand to lend weight and color to the proceedings.

During the year just ending, the UN was essentially an arena of conflict which all too accurately dramatized in words the headlong clash between the Soviet Union and the United States, plus the camp-follower bayings of the clusters of smaller nations. In addition, there was the sideshow involving Palestine . . . a moving spectacle in itself.

It would be pointless to attempt a forecast involving the networks and UN for 1948. Next year the General Assembly will be in Europe, in Paris or Geneva. Even if the 1948 agenda is packed with as much dynamite as characterized the session just closed, the remoteness of the scene plus the undeniable hazards of shortwave transmission are bound to exert a diminishing effect upon coverage.

The Lake Success headquarters, however, will still contain the Se-

(Continued on page 68)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Your WAZL advertising dollar will result in direct sales gains for you. The annual earnings of this rich Anthracite and Industrial region of Pennsylvania totals $55,000,000 per year. That's a lot of money . . . and it's all spent in WAZL's coverage area.
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WAZL
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
Established 1932 - Hazleton, Pa.

Dominion in 1948

(Continued from page 24)

f H. N. Stovin & Co., station representative firm, reports a number of new accounts to radio, and ome firms dropping spot announcement campaigns because of rising station costs, shipping costs of product and limited regional markets. One large agency is reported planning to increase its use of small market stations because of rising osts of time on larger stations. Expects business to be about same n dollar volume in early part of 948 as in 1947.

Mr. McDermott

Spence Caldwell, manager of rogram division of All-Canada adio Facilities Ltd., Toronto, reorts conditions should be about he same in 1948 as in 1947, with ny change at all being towards pot radio, bearing out survey mong advertising agency executives. He thinks there will be no nore money in radio in 1948 but nore selective programming. The etrillo-planned ban on recordings s not expected to affect Canadian adio for at least a year. A great many transcribed programs have een sold to sponsors for 1948.

CBC's Viewpoint

Insofar as networks are conerned Walter Powell, assistant ommercial manager of Canadian roadcasting Corp., Toronto, states hat "the coming year will show bout the same network business as 947, which is up over 1946. CBC oes not look for a lessening of netork time, almost all accounts have enewed. CBC always has applicaions for network time which it annot provide because of necessity f supplying sustaining national etwork programs also every eveing. We can't satisfy all those ho want to go on the network."

CBC network line-up is expected o change during 1948, with addion to Trans-Canada network of wo new 50 kw stations, CBW Winipeg, replacing CKY Winnipeg, nd CBX Edmonton, replacing JCA Edmonton, and CFAC Calary, while CJBC Toronto, Dominon network key station and CBC wned, will go to 50 kw.

Individual stations also report hat business is expected to hold p in 1948, with new accounts askg for time on the stations. Staions reported a concerted drive mong national and local advertisrs with use of NAB film on radio dvertising being shown to adversers and agency executives by ajor market stations. While new usiness in 1947 was largely of Caadian origin, a good amount of ew radio business came via netorks from the United States. Inluded in the latter are Ford Mo-or and Toni Corp. Stations report expansion of current accounts, and a drive for local business, especially in major market areas where local business has been neglected to some extent, because of the preponderance of national and network accounts. Some stations report a small percentage of locals dropping radio because of increased rates going into effect with increases in power.

While government advertising has dropped considerably from wartime peaks, government departments at Ottawa have learned the value of radio advertising, and a number of small campaigns are starting at year-end with possibilities of more such campaigns for specific government activities as post office, income tax and recruiting for armed forces included.

FM and Video

The Canadian broadcasting industry is not worried as yet as to FM, stations only being licensed at present and very few being in operation. Number of FM receivers is still minute, but production of FM receivers is understood to be increasing. There are as yet no television stations in Canada. The number of new stations in the past year has not been great, and only in small market areas which were not adequately served with local broadcasting facilities. Ottawa is not following the FCC in licensing large numbers of new stations in existing market areas.

TECHNICAL

HENRY L. DABROWSKY, former development engineer for General Electric Co. has been named technical supervisor of WATV Newark, soon to begin operating as video station of Bremer Broadcasting Corp., also operator of WAAT and WAAT-FM. **EDWARD H. REEVES** has been appointed technical supervisor of FM operations for the firm.

AL GREEN, formerly an engineer for Yankee Network, has been appointed chief engineer of WRMS, new station under construction at Ware, Mass.

VIRGIL (Rick) FARRELL has joined engineering staff of KODY North Platte, Neb.

THOMAS LINXWILLER has joined transmitter staff of KWKH Shreveport, La., and **ERNEST McDONALD** joined station as studio engineer.

JIM LITTLEJOHN Jr., has joined KOPP Ogden, Utah, as control operator.

MINAUSTIN Co., engineering and construction firm, has been retained by ABC to supervise installation of network's Chicago video and FM transmitters on roof of Civic Opera Bldg. as well as studio.

CARL O. WYMAN, technical supervisor of KYW Philadelphia and Casilda Atkinson, director of commercial research for Farm Journal and Pathfinder publications, have announced their engagement.

MAURICE EDWARD McKINNEY, former chief engineer at WJOI Florence, Ala., has joined WJLD Bessemer, Ala., in same capacity.

BROCINER ELECTRONICS Laboratory, New York, has announced new two-way sound reproducer, known as Klipsch speaker system. Unique feature of device, according to manufacturer, is its use of a horn for low frequencies as well as for high frequency range.

Making Christmas Merrier for Shut-ins

Youngsters in Salt Lake City's hospitals can't get out to play with sleds and skates. But they do "get out" over the air every Christmas when KDYL stages special broadcasts from their hospital rooms. The children are entertained by the KDYL orchestra, a magician, story-teller and Santa Claus himself.

This is another example of KDYL's thoughtful service to the community . . . another reason why KDYL is the *popular* station in Utah.

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UTAH'S NBC STATION

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BROADCASTING

When you change your address please be sure to send us your NEW and OLD addresses at least two weeks in advance. It will assure you continuous, uninterrupted delivery of BROADCASTING Magazine.

INFRA-RED "TALKING LAMP" receives news story for *Chicago Tribune* reporter (seated) in Tribune Tower while Westinghouse Lamp Engineer Carl F. Jensen listens in via headphones. Story on results of the national 4-H Better Methods Electric Contest were "beamcast" on infra-red rays from a caesium-vapor lamp at the Westinghouse Chicago Illumination Lab three-quarters of a mile away and received by the sensitive photo cell at Mr. Jensen's right. Amplifying epuipment reconverted infra-red radiations into spoken words over the loudspeaker.

Milestones

. . . Special message of congratulations from Gov. Robert F. Bradford on behalf of the state of Massachusetts honored WLAW Lawrence Dec. 19 on its 10th anniversary.

State College of Washington station, KWSC Pullman, Dec. 10 marked its 25th birthday. Full hour broadcast from party of station's associates was aired. . . . W6XAO Hollywood, television outlet of Don Lee Broadcasting System, noted its 16th year of operation Dec. 23. . . . WGYN, independent New York FM outlet, began its seventh year on the air Dec. 11.

Open house was held by Stewart-Warner Corp., Chicago, Dec. 13 to some 15,000 persons including employes, their families and friends. Plants were open for inspection and all lines of products were displayed and demonstrated along with production equipment and procedures. Day before the press was invited through. Christmas tree was decorated completely with S-W radio, Alemite and instrument parts. These included radio tubes in bright hues, shiny dial reflectors and strings of gears and wheels. . . . Janet Ross, director of the KDKA Pittsburgh *Shopping Circle*, has celebrated the 13th anniversary of that program on the station. Miss Ross has been with KDKA since 1931. . . . On Dec. 10 KFMJ Tulsa, Okla., marked its first birthday with special anniversary luncheon.

NEW YEAR'S Eve broadcasts by CBS will include a four-and-a-half-hour session of dance bands, interrupted by news bulletins and descriptions of street celebrations across the nation, according to announcement made by the network last week. Broadcast will start at 11:30 p.m.

Self - Regulation Urged For N. Y. Set Servicemen

NEW YORK radio servicemen were urged by a representative of the City Council last week to take steps to improve business standards within their industry before "public indignation" forces a licensing system now under consideration. Two hundred members of the newly-formed Associated Radio Servicemen of New York Inc. were told by Theodore L. Weigand, legal assistant to the minority of the Council, that self-regulation of their industry is essential because "licensing . . . is a suggestion of police-state methods."

A meeting is to be held in February by a committee comprising representatives of the Radio Manufacturers Assn., the Better Business Bureau, the Queens (New York) Appliance Dealers Assn. and ARSNY, which is to formulate self-regulatory plans if the latter group hasn't approved a code of business ethics by that time.

You Can't Win!

KITE San Antonio started a campaign early this month giving twice-daily conversational plugs on the air reminding listeners that in order for them to continue to get good music with limited commercials, they should call for KITE-advertised brands. At the end of each announcement, the announcer gives a partial list of advertised products, rotating the names. Now several advertisers are calling the station to complain that their products aren't mentioned every time.

BROADCASTING

RAN MORE RADIO LINAGE IN 1947 THAN ALL OTHER BUSINESS PAPERS COMBINED

Advertising linage gains are important only as a reflection of advertising effectiveness. Not only in 1947, but for the last 17 years BROADCASTING has consistently carried more radio advertising than all other business papers combined.

BROADCASTING'S editorial policy in publishing *more news** of all radio—AM, FM, TV—adds weight to the advertising on its pages. It attracts readers who make broadcasting their business and who place the bulk of the national spot and network dollar.

Minimum guaranteed paid circulation in 1948—15,000.

BROADCASTING'S Washington business office or any of the offices listed below will be glad to tell you more—now!

* Than all other business papers combined.

NEW YORK	CHICAGO	HOLLYWOOD	TORONTO
S. J. PAUL	BILL THOMPSON	DAVE GLICKMAN	JAMES MONTAGNES
250 Park Ave.	360 N. Michigan Ave.	6000 Sunset Blvd.	Harbour Comm. Bldg.
PLaza 5-8355	CENtral 4115	HEmpstead 8181	ELgin 0775

THE BEST BUY (FAR) IN THE TRADE PAPER FIELD

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

National Press Building • Washington 4, D. C.

PROGRAMS

DISTRIBUTORS of national record companies in Pittsburgh are presenting recorded music show of their own, "Disc Dealers," on WPGH Pittsburgh, Sat. 1:30-4:45 p.m. Each dealer is given half hour of the show, and is free to use period for plugging his brand of records, bringing in stars for interviews, etc. Station reports that rivalry of representatives and their desire to make their period the best has made "Disc Dealers" an outstanding show. WPGH, daytime outlet, ends its broadcast schedule each day with program titled "Evening Stars," devoted to describing outstanding programs to be heard at night on other Pittsburgh stations.

TV Networking

FILMING of all live video programs has been set as policy effective immediately, according to Larry Finley, president of Hollywood video packaging firm bearing his name. Mr. Finley explained that this move was being taken to make available live programs to stations and sponsors in other cities via film. As result this will make possible what he termed "networking" of video programs for national sponsors to spot at will; in addition, Mr. Finley pointed out that top talent is also made available to local sponsors in this way.

WOR New Year's Feature

FOUR and one-half hours of dance band music, highlighted by Guy Lombardo's orchestra playing "Auld Lang Syne" at midnight for the 13th consecutive year will be aired over WOR New York New Year's Eve starting at 11:30 p.m. Description of celebration in Times Square will be aired at midnight, after which dance music will be picked up across the nation, in Canada, Havana, Madrid, and Hawaii.

News Dramatized

TOP NEWS stories of 1947 will be dramatized by several commentators over ABC Jan. 1 from 10 to 11 p.m. Taking part will be Walter Winchell, Drew Pearson, Jimmie Fidler, Louella Parsons, Elmer Davis, Walter Kiernan, and others, and President Harry S. Truman and Secretary of State George C. Marshall will be heard via transcription. Top stories will include Truman Doctrine and the Marshall Plan, return of Cominform, UN Partition of Palestine, passage of Taft-Hartley Act, Supreme Court curb of John L. Lewis, anti-Communist Inquiries, Hughes-Meyers probe, Texas City Disaster, wedding of Princess Elizabeth, Flying Saucers, Louis-Walcott fight, championship golf matches and Friendship Train.

Christmas Greetings

FIFTY-ONE children of Washington Diplomatic Corps appeared before NBC's microphones and television cameras of WNBW Washington, Dec. 21, to send Christmas greetings to the children of the U. S. Children sent their Christmas wishes in their native languages or in English. Broadcast was heard throughout the nation over NBC, and throughout the world by shortwave.

PROMOTING unity among disc m.c.'s and bandleaders in the midwest, WCSI (FM) Columbus, Ind. recently started series of roundtable programs to which it invited record spinners and bandleaders (l to r): Jules Zinter, Indianapolis bandleader; Paul Buchanan, WSUA Bloomington; Graeme Zimmer, WCSI promotion director and moderator; Chuck Smith, bandleader, Bob Pruit, WIRE Indianapolis.

New York Data

SUGGESTIONS on where to go and what to see in New York City are presented weekly on WJZ New York, in new series of ten-minute shows started Dec. 27. Titled "Here's Harriet," series is conducted by Harriet Van Horne, New York World-Telegram radio columnist. Programs mark Miss Horne's first solo broadcasts. She has guested on several network shows, however. "Here's Harriet" is aired Sat. 6:05-6:15 p.m.

WIND Forum

FORUM devoted specifically to Chicago issues or national problems that affect Chicago and the Midwest area is heard weekly over WIND Chicago. Moderator of show, titled "Forum of the Air," is sociologist of U. of Chicago. Programs are aired Sundays from 8:05 to 8:30 p.m.

Video Variety

FUN, FANTASY and music beamed at teen-agers and two-to-ten-year-olds were combined in 40-minutes video variety show telecast by KSD-TV St. Louis, and produced by Marjorie Wilten Productions of that city. Titled "The Philco Christmas Party," first part of program featured pre-Christmas trip to "Philcoland" made by nine-year old Patsy Renner and her Uncle Phil. Record-stories were played accompanied by film cartoons. Second half of show was turned over to Disc M.C. Rush Hughes, who conducted musical quiz for group of local high school students. Entire program was sponsored on KSD-TV by Artophone Corp., St. Louis distributor for Philco products.

Soil Meet Coverage

FOLLOWING its policy of keeping rural listeners informed on anything pertaining to the land and its productiveness, KMA Shenandoah, Iowa, gave extensive coverage of recent second annual Soil Conservation Society's convention held in Omaha. Convention proceedings were reviewed in several special shows on KMA, and in addition, station aired news stories in regard to development of new soil practices discussed at the meetings.

WCOP Brags

CIVIC PRIDE of Bostonians is basis of latest audience participation show on WCOP Boston. Titled "Brag About Boston," program is aired from lobby of Statler Hotel, and features interviews with visitors who give their impressions and opinions of the Hub City. Guests of local prominence, such as educators and industrialists, are invited to give sidelights and facts about Boston history and activities. Program aims to introduce visitors to city and serve as informational program, giving little-known facts about city for benefit of Bostonians.

Adult Education

COURSE on World War II has been added to "The University of the Air" series of programs of U. of Minnesota aired on KUOM Minneapolis, as adult education project. Lectures are broadcast direct from classroom, and listeners other portions of "University of the Air," listeners may apply to university for credit for course on the war. Supplementary material, such as study guides and outlines, is provided. New course is taught by Prof. Harold Deutsch, who spent three years with U. S. Intelligence in charge of research in political affairs in Europe, Africa and Near East, as well as covering World War II as radio commentator.

Video Selling

SALES of $3,730 were rung up in half hour during WABD New York's "Television Auction" Dec. 17, when a dozen articles of clothing, jewelry, cosmetics and luggage were sold to studio audience with home viewers asked to make duplicate purchases at same price. Articles were donated by manufacturers who sold duplicates at wholesale, proceeds going to NYU-Bellevue Medical Center. Program was arranged by Sterling Adv., New York, in part as a demonstration to its fashion accounts of effectiveness of video selling.

Baseball Convention

INTERVIEWS with prominent personalities and review of proceedings of recent National Baseball Convention in Miami, were transcribed by WCSC Charleston, S. C. and flown to station for airing on three daily broadcasts to give Charleston listeners up-to-the-minute news of plans for local Rebel baseball team in coming season. Wayne Poucher, WCSC sports director, attended the convention, well equipped with recording machines. All contracts and trades made by Rebels were anticipated by a day and transcriptions were made and rushed to Charleston for broadcast on day of actual signing. Station reports enthusiastic response from listeners.

Santa Is Newscaster

SANTA CLAUS is a versatile fellow, and KGEM Boise, Idaho has added to his abilities by having the jolly old man read the sports news. Station doesn't recommend this practice as a regular program, but it was a case of emergency and Santa came through like a trooper. Santa (Bert Johnson, KGEM station account executive) had just completed a program in which he read children's letters over the air. At close of his show he found himself locked in the studio and Sportscaster Walt Lowe locked out. In tradition of good showman, St. Nick kept the show going with the sports news. Kiddies were a bit surprised, but station reports that it has had no complaints. However, all door latches at KGEM have been repaired.

Nielsen Plans Expansion Of Radio Index Next Year

EXPANSION and acceleration of the Nielsen Radio Index next year has been forecast by George Blechta, A. C. Nielsen Co. service executive, at a luncheon meeting in New York of the American Marketing Assn. a fortnight ago.

Mr. Blechta's remarks were devoted primarily to a review of the Nielsen research activities, and suggestions on how the firm's findings could best be applied by advertisers.

An estimated 90% of the country will be covered in the expanded Nielsen sampling instead of the 63.1% current figure, Mr. Blechta declared. The gap between NRI reports will be narrowed to within two weeks of five weeks as at present, through use of a new audiometer, he said.

Here's The Picture In ROCHESTER
The Kodak City

	STATION WHEC	STATION A	STATION B	STATION C*	Others
MORNING INDEX -- 8:00-12:00 A.M. Monday through Friday	51.6	21.1	17.4	8.1	1.8
AFTERNOON INDEX- 12:00-6:00 P.M. Monday through Friday	44.1	31.2	11.5	11.1	2.4
EVENING INDEX --- 6:00-10:00 P.M. Sunday through Saturday	40.9	39.2	15.5		4.4

(*Broadcasts till Sunset Only)

REPORT FOR LATEST PERIOD AVAILABLE BEFORE PRESS TIME — SEPT.-OCT. 1947
Authority—C. E. HOOPER, INC.
"Station Listening Index"

WHEC — ROCHESTER, N.Y.
CBS
5,000 WATTS
National Representatives
J. P. McKinney & Son
New York, Chicago San Francisco

...hey Say...

...DIO can be and is all things to ...eople . . . for those who want ...ear it . . . Radio is a force for ...ructive education only to the ...t that the public desires to be ...ated. We can't be of any assist... in the development of world ...erstanding except for those ...le who want to understand ...d problems . . . The only real ...ration that radio news has is to ...rt the news within the bounds ...decency, and without bias, no ...ter what the news may be . . . ...o has devoted a substantial ...ion of its public service time ... its news broadcasts to presen... ...n of the facts on world affairs. ...as given its facilities to the ...esmen for world cooperation ... international understanding. ...unfortunately, we cannot guar...e that everybody will soak up ...message."

Howard Chamberlain, news director of Crosley Broadcasting Corp., speaking before the Schoolmasters Club of Cincinnati.

* * *

...UCATION in its broadest ...ning can and must take a lead... part in the program of action ...eet the national crisis. Radio ... help in that it can aim to reach ...ups as well as individuals. ...minent and vigorous speakers ...r the radio often spark a local ...up into a lively discussion . . . ...he powers of our present day ...munications — (aural) radio, ...vision, motion pictures, print... ...—can be harnessed to enlight...ent as well as entertainment, ... may be able to preserve our ... of life, even including the ...ilege of listening to the 'soap ...ras' on the radio or watching ...e fights and baseball over tele...on."

From the annual report of the Cooper Union, N. Y., Center of Adult Education, as quoted by George Jennings, Chicago Radio Council director, at AWB District 9 conference in Chicago.

* * *

...ITHOUT intervening in the ...M) controversy, the American ...ner who has listened to so ...h FM promotion during the ... few years must inevitably ... that the FM engineers and ...dcasters will get together and ...onstrate the alleged superiority ... their programs and signals. ...ould seem that a segment of ... industry, faced with so many ...blems, ought to stop fighting ...ng themselves long enough to ... their common problems. Radio ...ners who were compelled to pay ...e sums for their sets, rather ... that they are entitled to hear ...t is going on. It's a strange thing that one can only learn about the radio broadcasting industry by reading his daily newspaper."

From an editorial in the Erie (Pa.) Dispatch.

* * *

"REMEMBER in writing advertising that the heart is closer to the customer's pocketbook than is the brain . . . people don't buy a product. It's the satisfaction of their own desires that people want to buy. So, it's the advertising man's biggest job to find the selling strategy or the fundamental buying urge that will put his product ahead of competition in the minds of the customers. To do this the advertising man must translate the merchandise or product into terms of human satisfaction."

Michael McKone, advertising manager of Davison's, Atlanta, speaking before U. of Georgia advertising students.

PLAY-BY-PLAY broadcasts of Western Michigan College's basketball games will be sponsored on WGFG Kalamazoo as a result of the contract being signed above by Howard Pore, Kalamazoo Ford dealer. Earl Clason (1), station account executive, and Harold F. Gross, WGFG manager, look on. Broadcasts of home games and those played away will be handled by Howard Finch, WFGF sportscaster.

False Alarm

W. J. HEARIN Jr., general manager of the *Mobile* (Ala.) *Press Register's* radio stations, WABB and WABB-FM, scheduled on the air in early spring, was driving the outlet's station wagon in Mobile when he heard the familiar wail of a police siren behind him. The police squad car drew up along side and an officer of the law leaned out the window and asked Mr. Hearin, "Say, when is your station going on the air?" The call letters of the new AM and FM outlets are painted on the back of the station wagon.

SPONSORS

FRANK McGROARTY, who has been with Chesebrough Mfg. Co., New York (vaseline products) since 1926, and is secretary of the organization, has been elected to board of directors.

TELDISCO, East Orange, N. J. (Northern New Jersey distributor of DuMont television receivers), sponsored telecasts of two Seton Hall basketball games, Dec. 20 and 27, on WABD New York, DuMont television station. Agency: Raymond Agency, Newark, N. J.

BEAM PRODUCTS Inc., Jersey City (silver tarnish preventative), has appointed Deutsch & Shea Inc., New York, to handle its advertising. Spot announcements and other radio will be used, beginning in early spring in New York and spreading to Boston and other markets.

BORDEN Co., New York, Dec. 19 sponsored video pickup from Merry Christmasland Exposition at New York's Grand Central Palace on WNBT New York. Hour-long program was placed by Kenyon & Eckhardt, New York.

THORNTON FULLER, Philadelphia Dodge and Plymouth dealer, has signed with WFIL-TV Philadelphia, to sponsor remaining games of Philadelphia's ice hockey Rockets team, covering period Jan. 21-March 20.

HOFFMAN RADIO Corp., Los Angeles, has signed as first sponsor on KMPC-FM Hollywood. Firm will sponsor two hours daily.

WILLIAM L. HUGHSON Co., San Francisco (Ford dealers), will start 52-week spot campaign on KYA KSFO KJBS that city. Allied Adv. Agencies, San Francisco, has account.

HUDSON DEALERS Sales and Promotion Committee of Southern Calif., Los Angeles, starting Jan. 2, will sponsor annual four-day Los Angeles Open Golf Tournament at Riviera Country Club on KMPC Hollywood. Agency: Irwin-McHugh Adv., Hollywood.

QUICK-PATCH CEMENT Co. Monrovia, Calif. (cement), has appointed Irwin-McHugh Adv., Hollywood, to service account. Radio spots will be used.

BOBBY RIGGS-JACK KRAMER Professional Tennis Tour has appointed Roche-Eckoff & Assoc., Hollywood, to handle advertising and promotion. Radio may be used.

TACE Co., Pasadena (seasoning salt), has appointed William Kester & Co., Hollywood, to handle advertising campaign. Radio is being contemplated.

CALIENTE RACE TRACK, Tijuana, Mexico, has appointed Roche-Eckoff & Assoc., Hollywood, to service account. Radio is being contemplated.

MILLERS OF CALIF., San Francisco (costume jewelry), has appointed Allied Adv. Agencies, Los Angeles, to handle national advertising. Radio will be used.

COBURN FARM PRODUCTS Corp., New York (Sondra Foods division), has appointed Hoot Adv., New York, to handle its foreign language radio advertising.

MAHER SHOE STORES, Toronto (chain stores), Jan. 5 renews for one year "Double or Nothing" quiz show on CFRB Toronto, CKOC Hamilton, and CJCS Stratford, Mon. 8:30-9 p.m. Agency: McKim Adv. Ltd., Toronto.

CANADIAN INDUSTRIES Ltd., Montreal (chemical products, paints), Jan. 15 starts to April 8, "Stardust Serenade" on 33 Dominion network stations, Thursday 8:30-9 p.m. Agency: Cockfield Brown & Co., Toronto.

1 GETS YOU FOUR ON WBNX
ENGLISH
Entire English Speaking Population
YIDDISH
2,350,000 Jewish Speaking Persons
GERMAN
1,236,000 German Speaking Persons
ITALIAN
2,103,737 Italian Speaking Persons
It takes four—the four audiences guaranteed by WBNX — English, Yiddish, German, Italian — to cover ALL New York.
Thus, WBNX, New York's four-star station, fits the needs of all listeners . . . reaches all the people you want to sell in this multi-language area.
WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Good morning man needed first of year by small western North Carolina independent. An experienced man who's not afraid to keep his tongue idle much of the time, Raytheon console experience desirable. Send disc, photo and qualifications to Box 197, BROADCASTING.

Wanted—Announcer-operators by 250 watt north midwestern resort town station. Also wanted, operators. Send complete details to Box 206, BROADCASTING.

Wanted—Will pay top salary to experienced continuity writer to take over continuity department Michigan regional daytime station 200,000 population. Want permanent man only. Box 212, BROADCASTING.

Wanted—commercial manager, established territory. Commission with drawing account. Box 213, BROADCASTING.

A radio gal who can handle all phases of station publicity and promotion and do a women's show on the air. Salary $50.00 a week, 5 kw in Florida metropolitan market. Send complete background plus photograph with first application. Box 215, BROADCASTING.

Exceptional opportunity for thoroughly experienced disc jockey. Must be an "air character" with a sense of responsibility. Require man who reads and fakes at piano and does acceptable singing job. Ability to handle commercials in "off the cuff" style necessary. Neat appearance and temperance on job essential. Pay will match ability and productivity. Send picture and all with first letter. All inquiries answered. Our staff knows of this advertisement. Box 218, BROADCASTING.

Chief engineer—Regional midwest network affiliate. Directional antenna. Applicant must have construction and operation experience. Starting salary $350 to $400 per month, permanent position. In answering include education, experience, references and photo. Box 243, BROADCASTING.

Progressive southwestern one kilowatt looking for remote studio manager, farm director, announcer and engineer-announcer. Box 244, BROADCASTING.

Commercial manager with proven ability and good background of education and experience wanted by successful thousand watt modern station. Excellent opportunity, WBBO, Forest City, N. C.

Wanted—Chief engineer for station in Wilmington, North Carolina. For further information call Henry A. Jones, WGNI, Wilmington, N. C.

Play-by-Play sports announcer wanted. Must have three years experience, good commercial voice for staff duty and ability to do emcee jobs. Salary and talent. Phone or write WPLH, Huntington, W. Va.

Salesman—Want experienced, reliable man head sales department, write copy, service accounts. Salary, commission, or both. Radio Station KRLN, Canon City, Colorado.

Top jobs for top announcer-engineers with two top Pacific coast small-market network affiliates. Start at $70 for 40 hours. Phone for interview. Manager, KFLW, Klamath Falls, Oregon.

Wanted—Chief announcer who can write commercial copy and knows something about programming by established 1000 watt DL-MBS affiliate. Salary minimum $55.00 weekly. Position open immediately. Send photo, audition, details KRLC, Lewiston, Idaho.

Salesman wanted by Washington, D. C. area 1000 watt station. Unusual opportunity for experienced radio salesman. Salary and commission. Write Box 262 BROADCASTING.

Experienced commercial manager needed immediately. New 500 watt daytimer, located southwest. Locally owned and adequately financed. Good salary and overide. Give all pertinent details first letter.

Box 260
BROADCASTING

Help Wanted (Cont'd)

New 1000 watt regional station going on air February 1 needs complete staff. Specially interested good all-round announcers, one experienced copywriter, salesman who knows how to get business. We want the best—will pay accordingly. Send audition transcription, photo and qualifications to Magnolia Broadcasting Company, Magnolia, Arkansas.

Combination man, experienced announcer-operator with first phone ticket. Wanted immediately for new progressive 250 watt network station. $55.00 per week. New three room apartment available $35.00 per month. Send photo, disc and references by airmail. WVVW, Fairmont, W. Va.

Florida network affiliate station has opening for an experienced announcer holding a 1st class license. Pleasant living and working conditions. Permanent position is assured to man who qualifies. Must have car. Send full particulars: photo and transcription to WSPB, Sarasota, Florida.

Wanted Immediately—Qualified young woman to take over woman's show, new regional midwest station. Ideal working conditions, excellent pay. Detail qualifications, and photo if possible. Box 250, BROADCASTING.

Experienced program-production director with announcer background for station in eastern coast area. Send background resume, salary expected and picture. Box 107, BROADCASTING.

Program director studio manager local AM. 37 kw FM. Full responsibility independent operation. Excellent opportunity for experienced man at Madison, Wis. Write Wm. C. Forrest, licensee, Poynette, Wisc.

Wanted—Secretary to national sales manager Lee stations. Handle traffic details as well as correspondence. Applicant must have initative and be proficient in shorthand and typing. Send complete details of experience and qualifications to Walter Rothschild, WTAD-WTAD-FM, Quincy, Ill.

Radio director, New York ad agency. Latin American radio experience or fluent Spanish essential, creative, must know production, traffic schedule supervision. Box 261, BROADCASTING.

Wanted—Commercial manager for FM station in Pasadena, California. Outstanding opportunity commensurate with return Box 265, BROADCASTING.

Salesman—1 kw Atlantic coast major market station wants immediately man with plenty radio know-how; experience in competitive market. Compensation will be on commission basis with drawing account; earnings limited only by ability to produce. Right man should make upwards $7500. Large account list plus extensive promotion campaign. All replies answered. Complete details; snapshot. WCAV, Norfolk, Va.

General manager. Established station, competitive market in south. Only good businessman capable taking complete responsibility considered as owner unable to devote time to station. Salary and profit participation to equal $7500 first year. Inquiries kept confidential. Box 263, BROADCASTING

Situations Wanted

Chief engineer—Sixteen years experience construction, maintenance, operation, directional antennas. Desire connection with progressive or new station interested in highly qualified engineer. Excellent references. All inquiries answered. Available immediately. Box 181, BROADCASTING.

First class engineer. Pleasant working conditions. Salary $1 per hour first 40 hours; $1.50 per hour each hour overtime. Guaranteed salary $45 per week. Immediate opening. Write, wire or call

Ward A. Coleman, Gen. Mgr.
Radio Station WENC
Whiteville, N. C.

Situations Wanted (Cont'd)

Announcer. Veteran. Single, travel. Available immediately. Little experience, much ambition. News, commercials, platter shows. Personal audition or disc. Box 191, BROADCASTING.

Small market manager-assistant manager. Ten years general radio station experience from bottom up. Youthful ambition backed by knowledge, experience and earnest desire to accomplish. Box 201, BROADCASTING.

Chief engineer or technical director—20 years broad engineering experience guarantees I can raise and maintain your engineering department at the highest level of technical and operational perfection. Available now to some progressive AM or FM station or group. Box 211, BROADCASTING.

Station manager—7 years in all phases of radio broadcasting which includes engineering, selling, previous manager experience. Single. Box 224, BROADCASTING.

Experienced general manager available. 15 years experience all phases. Sober, responsible family man. Top record. South only. Box 226, BROADCASTING.

Engineer. Chief or operator. 27 years' experience broadcast police, aviation, military, point-to-point, sales engineering domestic and foreign. Familiar FCC procedures. Capable handling complete installation or expansion of facilities. 41 and married. Best of references and personal reputation. Available approximately October 1. Reply Box 229, BROADCASTING.

Do you need an assistant in your music library, a music copyist or file clerk? Mus. B. Degree with major in music theory. Experience: copyist for composer, file clerk in Civil Service, apprentice in summer stock. Specialized training in stage and radio acting. Available immediately after January 18. State salary. Box 264 BROADCASTING.

Chief announcer independent station wants good opening in Florida. Can sing with records. Prefers morning shows. Pleasing air personality; able to build following. Available early February. Write Box 238, BROADCASTING.

Ability for hire. Ten years managerial and expert news work. Prior newspaper background. Topflight in all program departments. Just finished putting kilowatt on air for new owner. High recommendations. Veteran wanting permanent spot with progressive organization. Box 239, BROADCASTING.

News chief available January; top qualifications, hard worker; local news expert. Only unusual opportunity plus good pay will interest him. Box 240, BROADCASTING.

Engineer—Experienced from operating to consulting. Wants to stop traveling. Would consider part ownership in exchange for engineering services or position as engineering director new station. Not immediately available. Box 241, BROADCASTING.

Announcer-disc jockey available. Now employed as chief announcer. Desire change. If interested, contact Box 242, BROADCASTING.

Television stations—Young man, 22, background, television, theatre, films, wants a starting position on programming staff. Work anywhere. Box 245, BROADCASTING.

Announcer-veteran. Isn't there even one station in the whole U. S. that will hire an announcer with little experience for just six weeks so I may obtain more experience before returning to college. Will try anything. Box 246, BROADCASTING.

Sportscaster desires station connection with play-by-play work; 10 years in sports, four years sportscasting; handle all phases of live and studio sports; experienced special events, newscasting. Married vet, no floater. Box 247, BROADCASTING.

Experienced announcer, 3½ years commercial radio; available immediately; prefer east; disc on request. Box 248, BROADCASTING.

Chief engineer, AM-FM-TV installation, operation, college graduate, degree. Consulting engineering experience, ex-Bureau Standards technician. Supply staff. Box 1298, Hollywood, California.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Style's School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Wanted — Combination programming and operating. 1st class phone, 2½ years experience, 5000 w station. Degree, journalism. Box 26, BROADCASTING.

Situations Wanted (Cont'd)

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 48th St., N.Y.C. Longacre 4-0340.

Good announcer, single, 24. Knows programming, copywriting. Year commercial experience. Two years college. Available immediately, salary $50. Prefer location vicinity Chicago, contact Victor Petrolis, 2906 Emerald Ave., Chicago, Ill.

Available after January First for program director-announcer position. Desire east coast or gulf station affiliation, but will consider other locations. Must have housing for wife and child. Salary open. Write Box 249, BROADCASTING.

Qualified technician desires position as control or recording engineer. Experienced in maintenance and handling all types of operating setups. Write or call T. K. Chapman, WKOB, North Adams, Mass.

Topflight sports-news announcer available January first. Presently employed top eastern 50 kw. Experienced major league baseball, professional football, basketball. Write news and daily commentary. Major network experience. Married, two children. Desires remunerative secure position. Best reference. Box 255, BROADCASTING.

Chief engineer, fifteen years experience in broadcasting and allied fields, including installation, operation, maintenance, design, construction and research. Familiar with directional design and allocations. Can assure high quality operation at reasonable expense. Prefer north central, west or west coast. Box 254, BROADCASTING.

Chief engineer, now employed, looking for A-1 position. Many years experience all phases broadcast engineering. Salary requires at least 100 dollars a week. Box 253 BROADCASTING.

Sports commentator—All major sports. Play-by-play. Sportscast-news-special events. Box 256, BROADCASTING, 870 N. Michigan, Chicago.

Talented young woman desires continuity, traffic or acting position. Over two years experience as traffic manager and production assistant. Bachelor's Degree. Exceptionally good broadcasting voice. Send platter or copy on request. Box 257, BROADCASTING.

Transmitter-1st phone. Presently employed. Desires position in northeast. Box 258, BROADCASTING.

Technician, 1st phone. Grad RCA Institutes. Vet, single, travel. Alvin Jaye, 73 E. 4th St., New York 3, N. Y.

3 engineers, first phone, 5 years experience each. Studio, remote and 50 kilowatt transmitter. FM, AM and construction. Box 259, BROADCASTING.

For sale—A voice; seven years radio. To production station that will know how best to use it. Sales, song and sports. Box 59, BROADCASTING.

Got news problems? Talk 'em over with newsman who knows the score. No obligation. Box 129, BROADCASTING.

Thoroughly experienced, versatile announcer seeking progressive station. Top references. Box 143, BROADCASTING.

Announcer — Specializing in news. Twenty two years of age with almost three years of continuous experience currently on NBC affiliate. Best personal and business references available. For audition disc and personal data write Box 166, BROADCASTING.

Continuity writer — College graduate. Local network station experience. Writing. Single. Box 179, BROADCASTING.

Your television station requires chief engineer capable of handling broadcasting's most complex technical responsibility. University graduate engineer, sixteen years development design and supervision experience, radiotelephone first license, senior member IRE interested. Box 180, BROADCASTING.

MANAGER WITH RECORD!

15 years—all phases. References from top men in industry. Positively produce sales—results. Record of proof. Can give ownership know-how show-management. Veteran—married—family. Interview can be arranged.

BOX 252, BROADCASTING

For Sale

For sale—Collins 300-E modified to 300-D, one 40D-A exiter for transmitter, one 264 ft. square self-supporting, tapered tower, lighting fixture and base insulators with one new set transmitter tubes complete. Box 965, BROADCASTING.

Southern metropolitan, well established, profitable station for sale. Pending application for best regional facilities in area. Price well under hundred thousand. Will deal only with financially qualified principals. Box 225, BROADCASTING.

Tape recorder, BK 403 Brush sound mirror, like new; $300.00. Box 236, BROADCASTING.

RCA 250 K transmitter, frequency and modulation monitoring and spare oscillator. All are complete and in perfect condition for immediate operation. This equipment available only because high-power transmitters now being used. Out of service one month. Make us offer. WBOC, Salisbury, Md.

For sale — Blaw-Knox tower, lighting equipment, 154 feet above insulators and 50 foot sub-structure. KCMC, Texarkana, Texas.

25-B speech input console. For further information call or write Henry A. Jones, WGNI, Wilmington, N. C.

Equipping new station? Save by buying our spare Raytheon limiting amplifier. A-1 condition, used only three months. Excellent performance. Wire or write offer to L. W. Miller, KXOA, Sacramento, California.

Will sell for $5200.00 F.O.B. Sioux City, Iowa—One new 350 foot heavy Wincharger tower complete. Will support an FM array. Can make immediate delivery. Frank Carman, Radio Station KUTA, Salt Lake City, Utah.

Two new Presto 8-D recorders with 2-D heads and equalizer. Reasonable. United Broadcasting Company, 64 E. Lake Street, Chicago 1, Illinois.

500 watt Western Electric Type 352E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—Two Presto 64-A turntables used only two weeks, $425.00 each. Two new Pickering pick-up arms complete with equalizer, $126.00 each. Chief Engineer, WTNS, Coshocton, Ohio.

Modulatoin monitor, latest Gates model M-Q 2639, new, never unpacked. Catalogue price $320. Available immediately. WAND, Canton, Ohio.

Will sell excellent midwest daytime station with high potential or half interest with management responsibilities. Reason for sale—health. Requires $50,000 down payment. Box 251, BROADCASTING.

For sale. Temco 250 watt transmitter complete with set of tubes. Reasonable offer will be accepted. Write or wire Lester L. Gould, WJNC, Jacksonville, North Carolina.

Wanted to Buy

Wanted—Approved frequency monitor. Box 1644, Reno, Nevada.

Radio executive with 17 years experience wants to buy interest in local AM station and take active part in management. Network affiliate preferred. Box 236, BROADCASTING.

Broadcaster wants purchase whole or part interest existing AM station or CP. Box 6, BROADCASTING.

Approximately 300 foot tower capable of supporting FM. Box 190, BROADCASTING.

Small station, operating unprofitably or no CP preferred. Box 200, BROADCASTING.

Wanted to buy—Going FM station without AM affiliation. Box 223, BROADCASTING.

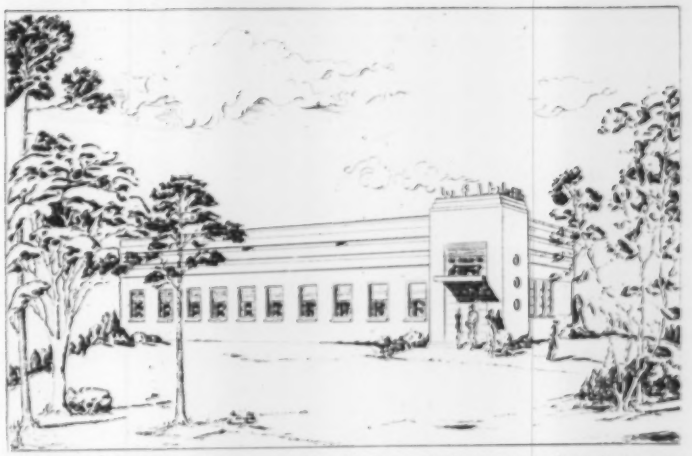
All or any part equipment for 250 watter. Box 1644, Reno, Nevada.

Used RCA 1000 watt amplifier and power supply adaptable to RCA 250-K transmitter or—used RCA 1000 watt transmitter, complete. WSAV, Savannah, Georgia.

Miscellaneous

Attention new stations—We offer a convenient (FCC accepted) frequency measuring service to standard broadcast stations, new or old—inquire. Also, frequency monitor service and highest quality quartz crystals for broadcast and other commercial services, literature available. "Over a decade of satisfaction and fast service!" Eidson Electronic Company, Temple, Texas. Phone 3901.

Hockey's comedy script collection. $5.00. Kleinman, 1735-T N. Bronson, Hollywood, 28, Calif.



THIS IS what WFLB Fayetteville, N. C., will look like when it is competed, shortly after the first of the year. The Radio Center will house studios, transmitter and offices. The station, licensed to Fayetteville Broadcasters Inc., will operate on 1490 kc, 250 w, fulltime, using RCA equipment. General manager is John M. Croft, chief engineer is E. A. Whitlock, and commercial manager is N. L. Royster.

300 SATISFIED SPONSORS!

KOMO Seattle's 'On the Avenue' Shopping Tour

Aired by Merchants' Group

TO MOST PEOPLE in Seattle, Wash., "The District" means just one thing — the University district, perhaps the largest and certainly the most active cultural and business center outside the downtown area. Much of the community's life revolves about the campus of the U. of Washington, but another phase centers on and near University Way, commonly referred to as "The Avenue."

It is not surprising therefore that the merchants of such a solidly-knit community should turn to radio to promote their wares. What is surprising is that a weekly quarter-hour on a single station, sponsored jointly by 300 different businesses through their Commercial Club, should pull such a definite response that it pleases everyone involved.

'Backbone' of Promotion

Yet this is the case with *On the Avenue with Nancy Neal*, which has entered its second year on KOMO Seattle at 9:15 Thursday mornings. Although it seems a small item as radio time-buying goes, *On the Avenue* consumes 40% of the annual advertising budget of Seattle's University Commercial Club and has been described as the "backbone" of the District's promotion efforts.

Capitalizing on the fact that information about merchandise, style trends and scarce items is important news to women, the show presents a verbal shopping tour of the community. In order to find out where the items described are to be found, however, listeners must telephone. Calls in response to a single broadcast have numbered as high as 60, despite the fact that there is no effort to feature "specials"; the objective is, rather, to build a regular clientele for the merchants of The District.

Value Demonstrated

The value of the show, which is promoted regularly through the community newspaper and transit car cards, was demonstrated in an unusual way recently. As the program rounded its fifty-second week, two new members of the Commercial Club's advertising committee expressed skepticism about the size and reactions of the audience. Since both are operators of retail stores in The District, they polled every customer entering their stores for a week, asking if the customer had heard *On the Avenue* and how she liked the program.

"The results even amazed us," Harry S. Pearson, head of Pearson and Morgan, the advertising agency which handles the account, subsequently wrote KOMO. "Two out of three had heard the show—and there were no negative reactions; all liked it!"

On the Avenue seems assured of an indefinite run, with 300 happy sponsors.

Miscellaneous (Cont'd)

Yours, two dollars each five dollars top photographic course sold. John Nebel, 139 West 54, N.Y.C.

Krom-A-Tone post cards—Best, most economical method to display any product. Samples on request. Graphic Arts Photo Service, Box 365-F, Hamilton, Ohio.

WNBC NEW YORK has distributed 3,000 script reprints of its "Housing-1947" program series to editors, housing experts, schools, libraries, and listeners. Documentary series was presented by WNBC during September and October.

YANKEE Network Institute and the American Bar Assn. of New England have received a joint award from the National Junior Bar Conference in recognition of the public service rendered through the Institute's weekly American Bar Assn. "Round Table Discussion" series.

NBC, MBS, CBS Officials To Speak for ACPRA Meet

SYDNEY EIGES, NBC vice president in charge of press; A. A. Schechter, MBS vice president in charge of news, special events and publicity; and Dr. Lyman Bryson, CBS counsellor on public affairs, are slated to address the American College Public Relations Assn. conference on "How To Get It On The Air" at the Hotel Biltmore, New York, on Jan. 9.

Mr. Eiges will discuss the relationship between radio stations and public relations directors, preparation of spot announcements and news features, and methods of obtaining radio publicity, the association said. Mr. Schechter's remarks will cover the need for human interest and drama in programs concerning educational institutions. Dr. Bryson will elaborate on the content of such programs.

The radio session of the two-day conference will be directed by Joseph Carleton Beal for the ACPRA.

Forum Points Out Means To Help Radio Comedy

A TEN-POINT program "for better radio fun in the future" was offered by Art Henley, author of *Radio Comedy: How to Write It*, at the recent Gagwriters Institute forum on "How Can We Improve Radio Comedy."

In his program Mr. Henley emphasized the development of new young comics and new young writers, and suggested establishing comedy-writers schools in key cities throughout the nation. The second semester of the free Gagwriters Institute, conducted by the National Laugh Week Foundation for new humorists will open in New York Jan. 7. Application is made by submitting sample scripts to George Lewis of the Foundation, 104 East 40th St., N. Y.

BLILEY ELECTRIC Co., Erie, Pa., has prepared new Bulletin No. 36, containing complete listing of all types of crystals manufactured by firm for commercial applications. Distribution of bulletin will start after first of year.

Wishing You
a
Happy
and
Prosperous
New Year

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton
1011 New Hampshire Ave.	235 Montgomery St.
National 7405	Exbrook 2-5672

PRODUCTION

LEE RANDON, former program manager of WLIB New York, has been appointed production manager of WKBW Buffalo. For the past year he has been freelancing in Detroit, as ghost writer for "Lone Ranger," "Green Hornet" and "Nick Carter" shows. He previously was with WBBM Chicago.

PEGGY CALDER, staff pianist at WJLD Bessemer, Ala., has been named music director.

LLOYD FARLEE of WJAG Norfolk, Neb., has been promoted to post of program director and chief announcer of that station.

BETSY MacLEAN, formerly with WCHV Charlottsville, Va., WKIP Poughkeepsie, and WATR Waterbury, Conn., has joined WONS Hartford, as continuity director. Mrs. MacLean also worked in New York for several years as script writer.

BILL BULLINGTON, chief announcer at KSGM Ste. Genevieve, Mo., has been promoted to production manager of that station. **BLAKE TABOR** has replaced him as chief announcer.

FREDERICK A. KELLER, who has been writing and directing dramas for WBEN Buffalo, will join WBEN-TV Jan. 15 to specialize in studio and film production. WBEN-TV plans to start test patterns Feb. 1.

JUNE JORDAN has joined program department of WHAV Haverhill, Mass., writing and producing "Buyer's Guide" program.

IRA MARION, ABC staff writer who has been teaching radio writing at Temple U., Philadelphia, will conduct advanced course in practical writing starting Jan. 22 as part of Temple's radio workshop. Workshop will operate in conjunction with WFIL Philadelphia, ABC affiliate.

DICK HOGUE has joined WRUN Utica-Rome, N. Y., as disc m. c.

FRANK A. SIMMS, announcer of KVOO Tulsa, Okla., is the father of a boy.

VERLIN MAYS has joined announcing staff of WFHG Bristol, Va.

GEORGE M. CAHAN, staff announcer at WFIL Philadelphia, has been moved to station's production staff.

HERB SANFORD, former Hollywood radio-director of N. W. Ayer & Son, has been named producer-writer of CBS "Spike Jones Show" (Coca Cola).

LEE GEROW, former San Francisco m.c. and sportscaster, joins KLOK San Jose, Calif. as m.c. effective Jan. 5. He replaces **EDDIE DOLAN,** who resigned to spend fulltime writing juvenile fiction.

JIM CALHOUN, formerly with KRBC Abilene, Tex., has joined WACO Waco, Tex., as announcer-copy writer.

GIL THOMAS, writer-producer at KGO San Francisco, is the father of a boy, born Dec. 6.

VIRGINIA STEWART, formerly with "D.I.Q." and other radio shows, has been appointed to writing staff of "Betty Crocker Magazine of the Air," ABC weekdays broadcast.

DOROTHY SAPERO, formerly with WBKB Chicago, Balaban & Katz television station, has joined the television staff of WTMJ-TV Milwaukee, as film editor.

RAY BARTLETT, former program manager of KWEN West Memphis, Ark., and **FRANK PAGE,** former announcer at KRIX Corpus Christi, Tex., have joined announcing staff of KWKH Shreveport, La.

BOB ATHERTON, program manager of KWKH Shreveport, La., is the father of a girl.

FLO WINERITER, formerly with KRDO Colorado Springs, Colo., has joined staff of KOPP Ogden, Utah, as disc m.c.

LARRY CLARK, staff and sports announcer at WIBA Madison, for past two years, has joined announcing staffs of WTMJ, WTMJ-FM, WTMJ-TV Milwaukee.

HELEN J. SIOUSSAT, CBS director of talks, has accepted invitation to serve on advisory board of new department of radio, speech, and theatre of Temple U., Philadelphia.

DOES THE JOB *Alone*

WOW OMAHA

NBC* 590 5000 WATTS

*AFFILIATE

WRITE, WIRE or PHONE JOHN J. GILLIN

JOHN BLAIR & CO., Representatives

Networks

(Continued from page 60)

curity Council and the "Little Assembly," with the latter an innovation awaiting test as a prime radio news source. Should the Middle East become a battleground between Arab and Jew, for example, debates and decisions of the first magnitude may come from the Security chamber.

These considerations aside, it is generally accepted that the networks have approached their responsibility for covering the United Nations in a sound, workmanlike manner. Bugle blowing and dream chasing have had little part in the continuing report of UN activities. And in a fashion unmatched by contemporary techniques abroad, the American networks have taken the UN picture swiftly and accurately to their listeners, often at no small expense in the form of increased staffs and commercial cancellations.

MAYOR FRANK J. COSTELLO (l) of Syracuse, N. Y., congratulates Col. Harry C. Wilder, (behind mike), president of WSYR and WSYR-FM Syracuse on the inaugural broadcast of the *Empire State School of the Air*, a new program designed for the Syracuse public and parochial schools. Present at broadcast are Lansing Lindquist (r), station manager, and Percy M. Hughes Jr., president of the Syracuse Board of Education. Broadcasts are heard in schools on new AM-FM receivers donated to schools by Col. Wilder.

Gag-Lines Are Surveyed By Laugh Week Group

LAUGH-LINE events can be abused too, according to a recent survey made by the National Laugh Week Foundation, which revealed the ten most abused events of the year in radio, cartoons, and magazines. "Brooklyn" and "Petrillo" were year-long prospects for yocks, said the foundation, which listed the events in this order:

Governors of Georgia, "Open the Door, Richard," Leo Durocher-Laraine Day affair, "The Best Years of Our Lives," flying saucers, Senate investigations (Hughes, Myers, Reds), the Jolson Story, the vice presidents who cut Fred Allen off the air, Princess Elizabeth's wedding, and "Miss Hush."

ZENITH RADIO Corp. has reported estimated net consolidated operating profits for firm and its subsidiaries amounting to $1,221,017 for first six months ended Oct. 31, 1947 of its current fiscal year. Profits for three-month period just ended amounted to $844,273.

"RCA Institutional Advertising," a folder comprising 1946 and 1947 advertising by the company, has been published and distributed by the department of information of the Radio Corp. of America, New York.

GI'S SPOT SUCCESS

Million Dollar Veterans Firm Can Thank Radio

WHEN a December issue of *Life* magazine recounted the success story of Seattle's "Three GI's," it failed to explain radio's part in the growth of this war surplus sales organization.

About a year ago, the unspectacular Veterans Sales Outlet retained Keene & Keene, Seattle, to handle advertising.

First step was a change of name, and, shortly before Christmas 1946, Seattle listeners heard carefully trained unskilled voices sing "I'm George, I'm Don, I'm Buford." From there they advised all listeners of KXA Seattle, "We're the Three GI's, those happy-go-lucky guys, with the best and the cheapest in surplus buys . . . We don't pay no rent 'cause we're out in a tent." Further copy featured an item and price.

Within one year, the firm has grown from one tent to four and run a $12,000 inventory into an annual gross business over the million dollar mark.

NBC IN THE PACIFIC SINCE 1931

KGU HONOLULU

HAWAII'S FIRST STATION

IN YEARS IN SERVICE In POPULARITY

Affiliated with THE HONOLULU ADVERTISER • Represented by THE KATZ AGENCY, INC.

TELEVISION . . . *in action!*

WWJ-TV, Detroit's first and only television station, swings into action fast to bring Detroiters televised broadcasts of local activities—quick as they happen! Pictured above is WWJ-TV in action, sending into thousands of Detroit television receivers a broadcast of the newly-elected City Council—the day after election.

In the ten months of its operation, WWJ-TV has done a notable job of televising sporting events, civic activities, public service features and commercial programs. It is this skillful and aggressive programming, in the tradition of its sister station, WWJ, that is solely responsible for Detroiters' enthusiastic interest in television . . . reflected in fast-increasing purchases of home television sets. WWJ-TV is the exclusive voice of television in Detroit today—and will retain its leadership through the television era ahead.

FIRST IN DETROIT . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**

WWJ-TV

Associate FM Station WWJ-FM . . .
Associate AM Station WWJ

BOSTON'S EXCLUSIVE ABC OUTLET

Serving the entire Metropolitan area of 3 million people

A COWLES STATION

Represented nationally by the Katz Agency

WCOP

1150 on your dial

FIRST... WHERE THERE'S MOST!

WJDX

NBC AFFILIATE IN Jackson MISSISSIPPI

With the exception of one year consumer spending in Mississippi has consistently increased up to a record total in 1947. This upward trend is expected to continue through 1948.

5000 - DAY
1000 - NIGHT

18 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

FCC Actions

(Continued from page 59)

Applications Cont.:

TENDERED FOR FILING

AM—580 kc

KFXD Nampa, Ida.—CP increase 1 kw to 5 kw, install new trans. and changes in DA.

AM—1230 kc

York County Bestg Co., Biddeford, Me.—CP new standard station 1230 kc 250 w unl.

AM—850 kc

KFUC Clayton, Mo.—CP increase power from 5 kw to 10 kw, install new trans. and change trans. location.

AM—1490 kc

Center Bcstg. Co., Center, Tex.—CP new standard station 1490 kc 250 w unl.

Modification of CP

KCOW Eastland, Tex.—Mod. CP to change proposed trans. location, install new trans. and make changes in ant.

AM—1180 kc

Pasadena Bcstg. Co., Pasadena, Tex.—CP new standard station 1180 kc 1 kw D.

December 24 Decisions . . .

BY COMMISSION EN BANC

Extension of Authority

WRDW Augusta, Ga.—Granted extension of authority to operate for two months, subject to condition that licensee make required adjustment of its DA within 30 days.

Hearing Designated

WEGO Concord, N. C.—Adopted order designating for hearing application for renewal of license, and extended authority to operate WEGO to June 1, 1948 pending decision on renewal application.

Temporary Extension

Directed that licenses for operation of following stations be extended on temp. basis to March 1, 1948, pending final determination upon applications for renewal of licenses (Comr. Jones voted for renewal grants): KGER Long Beach, Calif.; KILO Grand Forks, N.D.; KNEW Spokane, Wash.; KPMO Pomona, Calif.; WALB Albany, Ga.; WHBC Canton, Ohio.

Assignment of License

WJNC Jacksonville, N. C.—Granted consent for assignment of license from partnership to corporation (same name).

Transfer of Control

WDHL Bradenton, Fla.—Granted transfer of control of Manatee Bcstg. Co. Inc. from N. A. Perry, Joe E. Foster and Stella Foster to Wabash Bcstg. Co., Inc. for $70,000 (Comr. Durr for hearing).

Hearing Designated

Van Wert Bcstg. Corp., Van Wert, Ohio—Designated for hearing application for new station 860 kc 250 w D.

Christian County Bcstg. Co., Taylorville, Ill.—Designated for hearing application for new station 1410 kc 250 w D; made WDWS Champaign, Ill. party to the proceeding.

AM—1490 kc

WSKY Asheville, N. C.—Granted CP make changes in trans. and ant. equipment and increase power from 100 w to 250 w, operating unl. on 1490 kc; engineering cond.

Hearing Designated

Radio South Inc. Jacksonville, Fla.—Designated for hearing application for new station 1400 kc 250 w unl. (Comr. Jones for grant.)

AM—1340 kc

Little Dixie Bcstg. Co., Hugo, Okla.—Granted CP for new station 1340 kc 250 w unl.

Directed that licenses for operation of following stations be further extended on temp. basis to June 1, 1948, subject to cond.: Frequency assignment such to change in accordance with proceedings in Docket 6651 and subject to cond. that no interference is caused to government stations on this or adjacent channels (pending availability of equipment necessary to permit shifting of frequency): W1XVJ Westinghouse Radio Stations Inc., Boston; W2XEO Capitol Broadcasting Co., Inc., Schenectady, N. Y.; W4XGG Gordon Gray, Winston-Salem, N. C.; W9XMB The Moody Bible Institute of Chicago; and W2XBD General Electric Co., Schenectady, N. Y.

BY THE COMMISSION

Modification of CP

WMAK Nashville, Tenn.— Granted mod. CP to change DA-N to DA-DN, change trans. location and specify studio location.

Hearing Continued

Foundation Co. of Washington, Washington, D. C.—Continued for 30 days from Dec. 23 hearing scheduled on application pending action on petition by Foundation Co. for enlargement of issues. (Comr. Jones voting to vacate Commission action of Nov. 28, 1947, granting consent to assignment of license of WQQW Washington.)

BY THE SECRETARY

KITO San Bernardino, Calif.—Granted license for new station 1290 kc 1 kw unl. DA and to specify studio location.

WSPR Springfield, Mass—Granted license for increase in power to 1 kw, and change DA.

WINK Fort Myers, Fla.— Granted license install new trans.

KGNL Gila Bcstg. Co., Area Safford, Ariz.—Granted renewal of license for remote pickup station for regular period.

KBQB Edwin A. Kraft, Area Juneau, Alaska—Present license for remote pickup station was further extended on temp. basis for period ending March 1, 1948, pending determination upon application for renewal.

KIEV Glendale, Calif.—Granted extension of completion date to 1-16-48.

WCAX Burlington, Vt.—Granted license for increase in power to 5 kw, install new trans. and changes in DA.

WRBC Jackson, Miss.—Granted license for new station 620 kc 1 kw-N DA, 5 kw-LS unl., and to specify studio location.

WLPO LaSalle, Ill.—Granted license for new station 1220 kc 250 w D.

WHIR Danville, Ky.—Granted license for new station 1230 kc 250 w unl. and to specify studio location.

WBTM Danville, Va.—Granted license covering change in frequency to 1330 kc, increase power to 1 kw-N 5 kw-LS, install new trans. and DA-N and change trans. location.

WESA Charleroi, Pa.—Granted license for new station 940 kc 250 w D.

WFRL Freeport, Ill.—Granted license for new station 1570 kc 1 kw D, and to specify studio location.

WKIC Hazard, Ky.—Granted license for new station 1340 kc 250 w unl.

KRST Tyler, Tex.—Granted CP make changes in vertical ant. and change trans. location.

WDAE Tampa, Fla.—Granted CP install new trans.

WJBC Bloomington, Ill.—Granted CP install new vertical ant. and mount FM ant. on AM tower.

KXLR No. Little Rock, Ark.—Granted CP to install new trans.

WMAJ State College, Pa.—Same.

WSOH The Ohio State U., Area of Columbus, Ohio—Granted CP install new trans. and increase power to 50 w.

Following were granted mod. CPs for extension of completion dates as indicated: WIOD Miami, Fla., to 5-22-48; WRJN-FM Racine, Wis., to 3-26-48; WAJR-FM Morgantown, W. Va., to 3-12-48; WSIX-FM Nashville, Tenn., to 4-3-48; WPIT-FM Pittsburgh, to 3-25-48; WWST-FM Wooster, Ohio, to 1-1-48; WRGA-FM Rome Ga., to 4-10-48; WKIL Kankakee, Ill., to 1-20-48; WGPA-FM Bethlehem, Pa., to 3-1-48.

KING-FM Seattle, Wash.—Granted mod. CP to change name to King Bcstg. Co.

WBUZ Bradbury Heights, Md.—Granted mod. CP to change type trans.

WKTG Thomasville, Ga.—Granted license for new station 730 kc 1 kw D.

KRUS Ruston, La.—Granted license for new station 1490 kc 250 w unl.

WXAL Demopolis, Ala.—Granted license for new station 1400 kc 250 w unl.

KTRY Bastrop, La.—Granted mod. CP to change type trans. and for approval of ant. and trans. location.

Following were authorized mod. CPs for extension of completion dates as indicated: WKVM Arecibo, P. R., to 2-15-48; KMYC Marysville, Calif., to 1-10-48; WJAX Jacksonville, Fla., to 6-10-48; WAIM Anderson, S. C., to 1-15-48; WIS Columbia, S. C., to 2-1-48; WJPS Evansville, Ind., to 7-28-48; WFPG Atlantic City, N. J., to 3-21-48; KSD St. Louis, to 3-25-48; WCOL Columbus, Ohio, to 1-25-48; WTCJ Tell City, Ind., to 2-18-48.

WVLK Versailles, Ky.—Granted mod. CP to change type trans.

WASK Lafayette, Ind.—Granted mod. CP to make changes in vertical ant. and mount FM on AM tower.

WARC Rochester, N. Y.—Granted license new station 950 kc 1 kw DA unl.

WJAS Pittsburgh—Granted license install FM ant. on top of DA.

WEEU Reading, Pa.—Granted license install new trans.

WHBC South Canton, Ohio—Granted license for aux. trans. to operate with 1 kw DA-N.

WFAX Falls Church, Va.—Granted mod. CP for approval of ant., trans. and studio locations.

WVSC Barnwell, S. C.—Granted mod. CP for approval of ant. and trans. location.

WCMB Lemoyne, Pa.—Granted mod. CP to change type trans. for approval of ant. and trans. location, and to specify studio location.

Following were granted mod. CPs for extension of completion dates as indicated: KWFT Wichita Falls, Tex., to 3-7-48; WPRP Ponce, P. R., to 1-30-48; KTRI Sioux City, Iowa, to 5-1-48; WOKZ Alton, Ill., to 3-1-48; KVRS Rock Springs, Wyo., to 6-30-48; KDSH Boise, Ida., to 5-1-48; WPAY-FM Portsmouth, Ohio, to 4-6-48; WAND-FM Canton, Ohio, to 3-14-48; WUOM Ann Arbor, Mich., to 6-16-48; WLOL-FM Minneapolis, to 3-15-48; WRC-FM Washington, D. C., to 2-15-48; WKJG-FM Fort Wayne, to 1-30-48; KWGD St. Louis, to 7-5-48; WITH-FM Baltimore, to 4-15-48; KCMC-FM Texarkana, Tex., to 3-15-48; WKWK-FM Beckley, W. Va., to 4-1-48; WMBS-FM Uniontown, Pa., to 1-1-48; WNHC-FM New Haven, to 2-1-48; KGPO Grants Pass, Ore., to 2-28-48; WRPA Syracuse, to 3-23-48; WNJD Meadville, Pa., to 3-30-48; KDTH-FM Dubuque, to 4-8-48; WQDI Quincy, Ill., to 7-6-48; WOSH-FM Oshkosh, Wis., to 3-18-48; WCAC Anderson, S. C., to 3-30-48; WJUN Philadelphia, to 5-27-48.

WTDS Toledo, Ohio—Granted mod. CP to change studio location and trans. site, make changes in ant. system, and change commencement and completion dates.

WMRF Lewistown, Pa.—Granted license covering change trans. location, install new vertical ant. with FM ant. mounted on top and ground system.

WROL Knoxville, Tenn.—Granted license which authorized increase power to 5 kw, changes in trans. and DA and change type trans.

KAKC Tulsa, Okla.—Granted mod. CP to make changes in vertical ant. and extend completion date to 180 days after grant.

(Continued on page 72)

KSFO

SAN FRANCISCO

560

MUSIC PAYS OFF

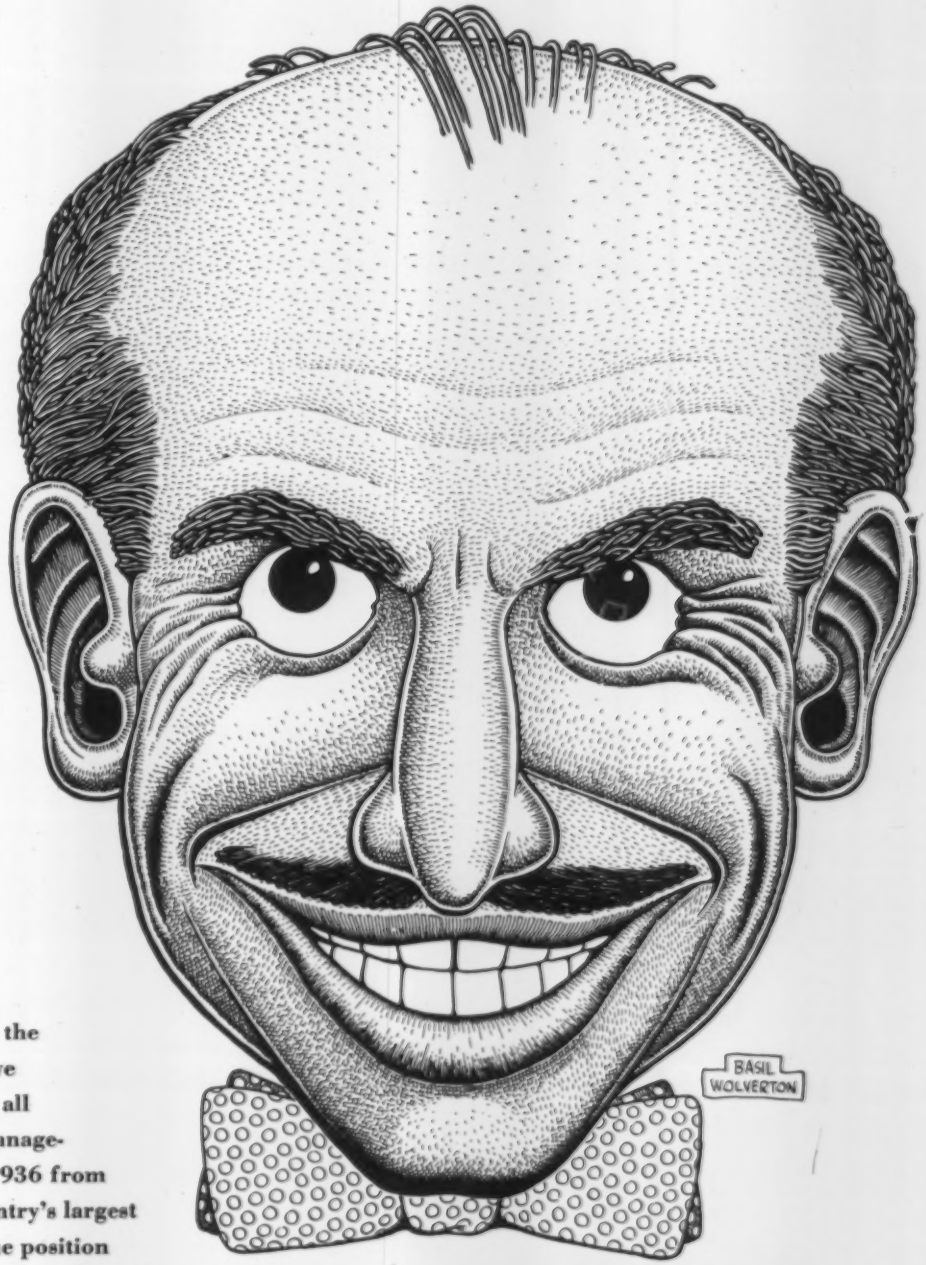
Northern Californians are enthusiastic about KSFO's planned music . . . and discriminating advertisers are enjoying the Pay Off. Ask your Bolling Company representative.

Wesley I. Dumm, President
Philip G. Lasky, Vice-President

It takes all kinds of people

...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena



H QUENTON COX

KGW Manager

KGW Manager H Quenton Cox was born in a post-office in Murdock, Nebraska. Perhaps this unique birthplace accounts for the "dead letter" in his name—the letter "H" which, in his case is a name in itself; it does not stand, as you might suppose, for Henry or Harold—just H and omit the period, please. "Q", as he prefers to be called, is a man of many interests. Weekends he gardens enthusiastically on his country place in the Tualatin valley; he is active in civic betterment projects of all kinds. Currently he holds office as a district vice-president of the Advertising Association of the West and is the Coast representative on the National SPAC radio committee. Although we have put these "spare-time" activities first, all phases of the Cox career converge in his management of KGW. "Q" came to the station in 1936 from the advertising department of one of the country's largest department stores, and his eventual rise to the position of manager was inevitable in an organization that believes in promoting men from the ranks. As manager of KGW, "Q" Cox continues to make friends for himself, for the station, and for radio. No man could do more!

KGW

PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

FCC Actions

(Continued from page 70)

Decisions Cont.:

WMPS Memphis, Tenn.—Granted CP install aux. trans. at present site of main trans. to be operated with 1 kw.

WOOF Dothan, Ala.—Granted mod. CP to make changes in trans. and for approval of ant. and trans. location.

WOIC Bamberger Bcstg. Service Inc. Area Washington, D. C.—Granted mod. CP for extension of completion date to 6-23-48. Also granted mod. CP to change ant. system, change eqpt. and change power to ERP: vis. 27.27 kw; aur. 14.35 kw.

December 24 Decisions . . .

BY COMMISSION EN BANC

AM—1290 kc

Marble City Bcstg. Co. Inc., Sylacauga, Ala.—Granted CP new station 1290 kc, 1 kw D.

AM—1480 kc

Easton Bcstg. Co. Inc., Easton, Md.—Granted CP new station 1480 kc, 1 kw DA-2 unl.

Modification of CP

WISL Shamokin, Pa.—Granted mod. CP to make changes in DA.

KNEB Scottsbluff, Neb. — Granted mod. CP to change frequency from 960 kc to 970 kc and for approval of ant., and trans. location.

Petition Denied

WLEU Erie, Pa.—Adopted order denying petition of WLEU requesting Commission to reconsider and vacate its memorandum opinion and order of Nov. 6, 1947, amending order to show cause theretofore directed to Presque Isle Bcstg. Co.

Petition Granted

Morristown Bcstg. Co., Morristown, N. J.—Adopted order granting petition to remove from hearing docket its application and granted said application for new station 1250 kc 500 w D; cond.

Petition Denied

WSYR Syracuse, N. Y.—Adopted order denying petition filed by WSYR seeking (a) reconsideration of Commission action granting application of WAGE to increase N power, etc., (b) grant of said application subject to use of site proposed by petitioner or (c) designation of WAGE application for hearing with petitioner being made party thereto; denied further petition filed by WSYR requesting Commission to issue order directing WAGE to show cause why it should not file application for mod. CP to specify site proposed by WSYR or some other site.

December 24 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KYSC Yuma, Ariz.—Mod. CP as mod. which authorized new standard station for extension of completion date.

AM—1340 kc

Antelope Valley Bcstg. Co., Lancaster, Calif.—CP new standard station 1340 kc 250 w unl.

AM—1590 kc

Radio St. Clair Inc., Algonac, Mich.—CP new standard station 1590 kc 500 w D.

Modification of CP

WHB Kansas City, Mo.—Mod. CP as mod. which authorized change frequency, increase power, change hours, install new trans., and change trans. location, for extension of completion date.

AM—1350 kc

Hermitage Bcstg. Corp., Nashville, Tenn.—CP new standard station 1350 kc 1 kw D.

Modification of CP

KCOW Eastland, Tex.—Mod. CP which authorized new standard station for extension of completion date.

KCOH Houston, Tex. — Mod. CP as mod. which authorized new standard station for extension of completion date.

APPLICATION DISMISSED

Modification of CP

WSAV Savannah, Ga.—Mod. CP as mod. which authorized change frequency, increase power, install new trans. and DA-N and mount FM ant. on AM tower, and for change in trans. location, to change time for directional to permit change-over to be made 15 min. earlier or 15 min. later when regular change-over time falls within continuous program. Dismissed Dec. 18, by request of attorney.

FCC CORRECTION

AM—1490 kc

Birney Imes Jr., Grenada, Miss.—CP standard station 1490 kc 250 w unl. (File number recalled application inadvertently accepted.)

ACCEPTED FOR FILING

Modification of CP

WEBQ-FM Harrisburg, Ill.—Mod. CP as mod. which authorized new FM station for extension of completion date.

License for CP

WTRF-FM Bellaire, Ohio—License to cover CP as mod. which authorized new FM station.

WSRS-FM—Cleveland Heights, Ohio—Same.

WHFB-FM Benton Harbor, Mich.—Same.

Acquisition of Control

WTTH-FM Port Huron, Mich.—Voluntary acquisition of control of permittee corporation from William W. Ottaway, Mildred J. Ottaway, Harriet R. Ottaway, William James Ottaway, Barbara Ottaway and Stephen R. Ottaway to Louis A. Weil.

Assignment of CP

WCSC-FM Charleston, S. C.—Voluntary assignment of CP from John M. Rivers to WCSC Inc.

Modification of CP

WAPO-FM Chattanooga, Tenn.—Mod. CP as mod. which authorized new FM station to change type trans., make changes in commencement and completion dates.

KLTI Longview, Tex. — Mod. CP as mod. which authorized new FM station for extension of completion date.

WRVB Richmond, Va.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WROV-FM Roanoke, Va.—Same.

WLIN Merrill, Wisc.—Mod. CP which authorized new FM station to change type of station to Class B; frequency to Channel 238, 95.5 mc, specify type trans., specify trans. site, ERP 10.4 kw and ant. height above average terrain as 261.5 ft.

TV—186-192 mc

Columbia Bcstg. System Inc., Boston—CP new commercial television station on Channel 9 186-192 mc, ERP vis. 26.0 kw, aur. 27.4 kw unl.

Modification of CP

WRTB Waltham, Mass.—Mod. CP as mod. for extension of completion date.

TV—192-198 mc

A. H. Belo Corp., Dallas, Tex.—CP new commercial television station on Channel 10 192-198 mc, ERP vis. 17.0 kw, aur. 18.0 kw unl. AMENDED to designate trans. location to change ERP to vis. 30 kw, aur. 16 kw, make ant. changes.

TENDERED FOR FILING

AM—1250 kc

KTMS Santa Barbara, Calif.—CP increase power from 1 kw unl. to 1 kw N, 5 kw D and install new trans. DA-DN.

Assignment of License

WLBC, WLBC-FM Muncie, Ind.—Consent to assignment of license of standard and WLBC-FM and relay station WEGS to Tri-City Radio Corp.

AM—1490 kc

Pikesville Bcstg. Co., Pikesville, Ky.—CP new standard station 1490 kc 250 w unl.

Assignment of License

WKMH and WKMH-FM Dearborn, Mich.—Consent to assignment of CP and license of standard and cond. grant of WKMH-FM station to WKMH Inc.

WMFR, WMFR-FM High Point, N. C.—Consent to assignment of license and CP of AM, CP of WMFR-FM and relay station WHPT to Radio Station WMFR Inc.

WMAP Monroe, N. C.—Consent to assignment of license to Union Bcstg. Corp.

KGRS Midland, Tex.—Consent to assignment of license and CP to Ruth Scharbauer and Clarence Scharbauer Jr. d/b as Clarence Jr. and Ruth Scharbauer (L-1230 kc) (CP-550 kc).

AM—600 kc

WFAK Charleston, S. C.—CP change frequency from 730 to 600 kc, hours from D to unl. using power of 1 kw, and install DA-DN and change trans. location.

AM-1230 kc

Harrisonburg Bcstg. Co., Harrisonburg, Va.—CP standard station 1230 kc 250 w and unl.

Hearings Before FCC . . .

DECEMBER 29

AM—Further Hearing

Cumberland Pub. Co., Pikesville, Ky.—CP 1240 kc 250 w unl.

East Kentucky Bcstg. Co., Pikesville, Ky.—Same.

FM—Further Hearing

Keystone Bcstg Corp., Harrisburg, Pa.—For FM facilities.

York Bcstg. Co., York, Pa.—Same.

Reading Bcstg Co, Reading Pa.—Same.

Industry Sees Gains

(Continued from page 13)

tend that all costs are going up and that radio rates have been kept well in hand, even to the point of cutting sharply into normal net profit. A number of stations emphasize that rates must be raised if they are to operate at a profit.

Several station operators are concerned over effect of Standards of Practice, slated for NAB adoption during the year. They look for a cut in station income through code conformance, and see the possibility of intensified banging away at listeners' ears if commercial time is trimmed.

Individual opinions of industry executives as expressed to BROADCASTING are found in this issue, starting on page 14. They point up special problems of all types, but the over-all conclusion is that 1948 will be another good year for radio.

Wm. J. Dempsey Jr.

WILLIAM J. DEMPSEY Jr., 15, son of William J. Dempsey, Washington radio attorney and former general counsel of FCC, died last Monday morning at his parents' home in Washington, after an illness of two months. He was a student at LaSalle Military Academy at Oakdale, N. Y., where he was a cadet sergeant. Requiem mass was said Wednesday at 11 a.m. at the Shrine of the Blessed Sacrament, Washington.

APPROVAL OF TRANSFER GIVEN WDHL AND WJNC

SALE of WDHL Bradenton, Fla., for $70,000 to group headed by Lou Jackobson, station management consultant, was approved last week by FCC. Sellers are N. A. Perry Jr. (50%) and J. E. and Stella S. Foster (25% each). Comr. Clifford J. Durr voted for hearing.

Doing business as Wabash Broadcasting Co. Inc., transferee is composed of: Mr. Jackobson, 12.5%; J. S. and C. J. Maguire, 12.5% each; Clarence Wermich, co-owner Chicago *North Center Press*, 12.5%; Harold Parker, Helen S. Hatcher and Earl B. Howe, 8.33% each; Olney R. Pine and George A. Buckley, 12.5%. All except Messers Jackobson and Wermich, and Parker, attorney, have Chicago textile mill interests. Mr. Jackobson has been in radio since 1922. WDHL is assigned 250 w on 1490 kc.

At the same time the Commission approved assignment of license of WJNC Jacksonville, N. C., from a partnership to a corporation of the same name, Jacksonville Broadcasting Co. Ownership remains the same.

Continuance Given

FOUNDATION CO. of Washington, applicant for 5 kw fulltime on 580 kc in Washington, D. C., adjacent facilities and mutually exclusive to WQQW that city (570 kc 1 kw daytime), last week was granted 30-day continuance by FCC of hearing upon its application. Postponement was made in view of pending Foundation Co. petition which seeks to enlarge issues in the hearing so as to show that it can do better service job than WQQW, recently reorganized "Blue Book" station. Petitioner stated that while WQQW lived up to its application proposals it proved unsound businesswise. Comr. Robert F. Jones voted to set aside FCC's Nov. 28 action granting WQQW assignment to a Delaware corporation of same ownership. Foundation had requested in its petition that the WQQW assignment be included in the hearing.

FOLDING MONEY

WAIR's market is made up of people with an everlasting supply of big money. No other medium can steer more of this cash your way than WAIR.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

Nielsen Radio Index Top Programs

FOR THE REPORT WEEK OF NOV. 16-22, 1947

RANK OF TOP PROGRAMS — Type E-1: Evening, Once-A-Wk., 15-60 Min. | Type E-5: Evening, 2 to 5-A-Wk., 5-30 Min. | Type D-1: Day, Sat. or Sun., 5-60 Min. | Type D-5: Day, 2 to 5-A-Wk., 15-30 Min.

TOTAL AUDIENCE					AVERAGE AUDIENCE					● CUMULATIVE AUDIENCE (4 Wks.)		
Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change	Cur. Rank	Program	Points Change
1	1	Lux Theatre	32.5	+2.9	1	1	Lux Theatre	25.3	+2.5			
2	2	Amos 'n' Andy	30.3	+3.5	2	2	Fibber McGee	24.3	+1.9			
3	3	Fibber McGee	29.2	+3.0	3	3	Amos 'n' Andy	23.8	+3.6			
4	6	Bob Hope	26.1	+2.5	4	6	Bob Hope	22.7	+4.7			
5	20	Red Skelton	25.7	+5.3	5	15	Red Skelton	21.5	+6.0			
6	4	Truth or Conseq.	24.8	−0.9	6	4	Truth or Conseq.	19.8	−0.2			
7	NR	My Friend Irma	24.2	+4.1	7	7	Chase and Sanborn	19.7	+2.1			
8	9	Chase and Sanborn	24.1	+1.4	8	5	Mr. Dist. Attorney	19.0	0.0			
9	8	Fred Allen	23.9	+1.0	9	19	My Friend Irma	18.7	+3.5			
10	11	Your Hit Parade	23.1	+0.9	10	9	Fred Allen	18.3	+1.2			
11	13	Fitch Band Wagon	22.6	+0.9	11	12	Big Town	17.4	+1.3			
12	7	Mr. Dist. Attorney	22.3	−1.2	12	8	Jack Benny	17.4	0.0			
13	16	Big Town	21.9	+1.3	13	14	Aldrich Family	17.0	+1.4			
14	12	Date With Judy	21.9	+0.0	14	13	Fitch Band Wagon	16.5	+0.7			
15	18	Godfrey's Scouts	21.5	+1.0	15	NR	Screen Guild	16.3	+2.6			
16	10	Jack Benny	21.4	−1.0	16	18	Godfrey's Scouts	16.0	+0.8			
17	17	Aldrich Family	21.2	+0.7	17	10	Life of Riley	15.8	−1.1			
18	5	Duffy's Tavern	21.0	−2.7	18	NR	Mr. & Mrs. North	15.6	+2.0			
19	19	Life of Riley	20.8	+0.4	19	20	Date With Judy	15.5	+0.4			
20	NR	Kraft Music Hall	20.7	+1.6	20	NR	Baby Snooks	15.5	+1.7			
1	1	Lone Ranger	17.0	+1.3	1	1	Lone Ranger	12.9	+1.0	1	Supper Club	50.5
2	3	Bill Henry News	13.4	+1.7	2	2	Bill Henry News	12.1	+1.7	2	Bill Henry News	44.2
3	2	Supper Club	12.9	+0.7	3	3	Supper Club	10.1	+0.5	3	Club "15" Bob Crosby	41.5
1	2	Back Stage Wife	10.7	−0.2	1	2	Back Stage Wife	9.3	−0.5	1	My True Story	32.9
2	1	Right to Happiness	10.4	−0.6	2	1	Right to Happiness	9.1	−1.0	2	Bkfst. Club (Philco)	30.1
3	6	Young Widder Brown	10.4	+0.4	3	7	Young Widder Brown	9.1	+0.4	3	Bkfst. Club (Swift)	30.1
4	4	Stella Dallas	10.3	+0.1	4	4	Stella Dallas	9.1	−0.1	4	Back Stage Wife	29.6
5	13	Wendy Warren	10.3	+1.3	5	3	When Girl Marries	9.1	−0.1	5	Wendy Warren	29.6
6	3	When Girl Marries	10.2	−0.1	6	5	Our Gal, Sunday	8.7	−0.1	6	Pepper Young	29.3
7	8	Our Gal, Sunday	10.0	+0.4	7	10	Big Sister	8.5	+0.5	7	Bkfst. in Hollywood (P&G)	29.3
8	9	Portia Faces Life	9.6	0.0	8	11	Rom. Helen Trent	8.3	+0.5	8	Our Gal, Sunday	28.9
9	NR	Arthur Godfrey	9.5	+1.0	9	NR	Wendy Warren	8.2	+0.9	9	Right to Happiness	28.6
10	12	Big Sister	9.4	+0.4	10	9	Portia Faces Life	8.2	0.0	10	Welcome Traveler	28.6
11	7	Lorenzo Jones	9.4	−0.4	11	8	Lorenzo Jones	8.1	−0.4	11	Stella Dallas	28.5
12	15	Rom. Helen Trent	9.3	+0.6	12	6	Pepper Young	7.9	−0.6	12	Ma Perkins (NBC)	28.4
13	11	My True Story	9.2	0.0	13	14	Ma Perkins (CBS)	7.9	+0.3	13	Bkfst. Hollywood (Kellog)	28.2
14	5	Pepper Young	9.1	0.0	14	13	Rosemary	7.9	+0.3	14	Jack Berch	28.1
15	NR	Ma Perkins (CBS)	9.0	+0.5	15	15	My True Story	7.5	+0.1	15	Young Widder Brown	27.9
1	3	Grand Cntral Sta.	14.3	+1.1	1	1	Grand Central Sta.	11.8	+0.8	1	True Detective Mysteries	23.0
2	2	Armstrong Theatre	13.9	+0.6	2	5	True Detective Myst.	10.8	+1.1	2	One Man's Family	22.5
3	4	True Detective Myst.	13.3	+0.8	3	2	Armstrong Theatre	10.7	−0.2	3	Sheaffer Parade	22.5
4	NR	Quick as Flash	13.2	+2.7	4	NR	Advebturer's Club	9.4	+1.1	4	Armstrong Theatre	22.2
5	1	County Fair	13.0	−0.8	5	3	County Fair	9.2	−0.9	5	County Fair	22.1

Program selections for this ranking are necessarily made from those programs which were broadcast during each of the latest available four measured weeks. Ranking impracticable this week because of large number of program and time changes.

● CUMULATIVE AUDIENCE reveals the percentage of the total market that is reached (one or more times) *in 4 weeks*. These ratings range from 1.8 to 7.1 times the TOTAL AUDIENCE reached by *each broadcast*, and the average number of commercials received per home (in 4 weeks) ranges from 2.2 to 15.5. For the CUMULATIVE AUDIENCE of all network programs, see NRI REGULAR Report.

●● For NRI HOMES PER DOLLAR for all network programs, see NRI REGULAR Report.

KEY TO SYMBOLS — (NR) Not ranked in "Top Programs" in preceding report.

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White Bill

(*Continued from page 17*)

and general counsel, who get $9,000 under present law, would be boosted to $10,000, and the chief accountant would be added to this group; the secretary would be raised from $7,500 to $8,500, and the maximum allowed any assistant would be increased from $7,500 to $8,500.

One new provision of the revised bill, in addition to the present law's restrictions on outside interests of Commissioners, would stipulate that Commissioners named after Jan. 1, 1948, might not, during the term for which they were appointed, work for persons subject to the Communications Act. Another new provision would forbid any professional employe of the Commission to "represent in any capacity," for one year after leaving FCC, any person within the Commission's jurisdiction.

The 30-day protest rule on non-hearing grants, allowing "parties in interest" to get a hearing on such grants by filing protests, is the same as in the first draft except that the definition of "parties" refers to licensees, permittees, and persons "other than an applicant" whose statue would be "adversely affected," eliminating the former reference to "economic" and "electrical" effects.

Like the original bill, the redraft would eliminate FCC's present Avco Rule on station transfers by requiring that transfer applications be handled in the same manner as applications for original licenses.

The political and controversial-issues sections of the original bill have been consolidated and extensively revised, making the opportunity for equal time the rule for replies in both instances, but forbidding censorship of either type of broadcast by the licensee. Immunity is granted against libel suits arising out of such broadcasts. The original definition of "equal opportunities" is retained.

The original provision on the identification of the sources of news carried in newscasts is changed to require announcement of the name of the speaker, his position with network or station, and the nature of the broadcast (whether news or commentary, or both).

In the case of petitions for rehearing of FCC actions, the new draft requires that they be addressed to the appropriate panel, not to the full Commission. However, officials said subsequent subcommittee thinking with respect to this provision is inclined toward permitting appeals from a panel to the full membership, with an additional provision allowing the full Commission, on its own motion, to review any panel action.

The present law's prohibition against obscene language on the air—which the original bill proposed to expand by forbidding any person to "knowingly make or publish any false accusation or charge against any person"—would be further extended under the redraft to forbid advocacy of overthrow of the Government by force or violence.

Industry

(*Continued from page 20*)

and '42 he created the Navy "E" industrial incentive program at the request of Undersecretary Forrestal.

Assistant to the chairman of the Republican National Committee and publicity director, on leave of absence from business, were his titles in 1943 and '44.

Selvage & Lee have branch offices in Chicago and Washington.

Mr. Borkin is a former member of the Anti-Trust Division, Dept. of Justice, and was co-author with Frank Waldrop, of the *Washington Times-Herald*, of *Television: A Struggle for Power*. In public relations work he is understood to have represented the U. of Chicago as well as the C & O.

. . . The Industry Looks to 1948

(Continued from page 56)

good time was not at such a premium, and advertisers could plan more definitely on greater use of this medium. Advertisers with whom we are in contact in this area, on the average, will advertise, percentage-wise, about the same for radio in 1948 as in 1947. There will be an increase in interest in television in 1948.

* * *

JOHN CAREY

SALES MANAGER, WIND CHICAGO

BUSINESS is up 20% over last year, with the biggest gain reflected in the last three months. There are practically no availabilities for 1948 at present. Spot business has increased considerably but biggest increase is in local sponsorship of programs. We expect a small decrease in listeners for the Chicago area due to the increase in the television audience. Little or none from FM. Operational costs are expected to amount to 10% increase over 1947. On the basis of present billing we see little prospects for a business recession.

Mr. Carey

We believe retailers are going to be more aggressive in selling. There will be more advertising and greater use of radio. The overall picture for Chicago appears to be the best yet.

* * *

WARD WEIST

J. WALTER THOMPSON CO., CHICAGO

WE HOPE that billing will meet or exceed 1947. However, there are many problems ahead—including contracts with AFM, AFRA and in the printing trades the ITU. The food situation is also a serious problem. At present, conditions look to be more unsettled than in January 1947. If food supplies are available, and public demand is not reduced, our major accounts (Kraft Foods, Swift & Co.) will continue to use network radio.

* * *

JAMES C. McCORMICK

RADIO AND TELEVISION DIRECTOR, THE MAYERS CO., LOS ANGELES

MORE MAYERS CO. clients will use more radio in 1948, continuing the upward trend of our radio billings in 1946 and 1947. But those clients will be watching advertising costs even more closely than before, and buying carefully. Radio stations whose rates are out of line with listenership and sales results won't make the list. Rising costs of operation and increased competition among AM, FM and television stations will call for alert, efficient management and hard-working, skilled personnel. To borrow an Army expression, "the sick, lame and lazy" won't get by—in either station or agency operation. It's a year to watch credit. And watch television boom! We're already getting amazing results for one client, and planning to start others on television in 1948. Industry-wide, spring and summer radio billings may be a bit lean, but 1948 as a whole should show an increase over 1947.

Mr. McCormick

* * *

JOSEPH TIMLIN

MANAGER, NEW YORK OFFICE OF THE BRANHAM CO.

IT APPEARS NOW that next year's business in spot broadcasting is going to exceed that of 1947, but I expect more programs to be sold than announcements, mainly because very little announcement time will be available. Thus far neither FM nor video has had any effect on the firm's business.

* * *

A. N. (ADE) HULT

GENERAL MANAGER, MBS CHICAGO

MBS CHICAGO did approximately 30% of the national business of MBS in 1947. We expect 1948 to be even a bigger year. We expect food and drugs to contribute the largest share of revenue. Increased number of stations should increase network business since large number of new CP's are signing with MBS. We do not think there will be business recession. Where most people expected business to follow a "dead center" we have found 1947 to be the best year in our history. Although conditions in certain industries are highly uncertain, we expect a decided spurt in 1948. Buying demand is increasing and there is no reason why selling should not keep pace with it.

Mr. Hult

* * *

PHILIP KLEIN

PHILIP KLEIN ADVERTISING AGENCY, PHILADELPHIA

THE PROSPECTS for aural radio in 1948, in certain markets, will be greatly influenced by the prospects for television. If video sets continue to enjoy large sales —and especially if their prices are reduced—local radio, in particular, must suffer. Television has passed the novelty stage—it is paying off in dollars. When many clients see the amazing returns from television, they will reduce their aural radio budgets in order to take advantage of this new medium. Other clients, who normally might be newcomers to aural radio, will test their advertising via television. The number of AM stations was never higher; FM stations are beginning to attract audiences; add to this the viewers of television, and it becomes obvious that some AM radio stations cannot deliver the listeners they formally commanded. I think 1948 will mark the beginning of highly competitive years for AM radio, the beginning of the leveling off period in radio sales, and the beginning of a serious re-analysis by clients of radio's ability to deliver listeners in proportion to its current high prices.

* * *

F. E. FITZSIMONDS

MANAGER, KFYR BISMARCK, N. D.

OURS IS A RURAL area. During the last five years, farmers and ranchers have enjoyed heavy yields and high wartime prices. Basing our forecast on these facts, we do not look for any kind of a business recession in this area. Neither do we expect a boom. Rather, barring a crippling national breakdown economically, we anticipate a gradual slowing down of business extending over several years. Unpredictable crop returns and prices prevent accurate forecasting but the backlog of bank deposits and other savings will, in our opinion, sustain business activity for some time in this area.

Mr. Fitzsimonds

E. M. FINEHOUT

VICE PRESIDENT IN CHARGE OF SALES AND ADVERTISING, LOS ANGELES SOAP CO., LOS ANGELES

THE UNPRECEDENTED influx of population to the Pacific Coast (which according to all indications shows no signs of diminishing during 1948) is creating a fast-growing new western market that flings a challenge to our local industries. Through strong advertising promotion — radio, plus other effective media — we plan to make our bid for a share of this market, for our soaps and cleansers. 1948 holds promise for active increased sales generally of all marketable products here on the Coast. As we see it, there will be heavier demands for our products, too. Radio is prominently included in the "White King" advertising picture for 1948. Our budget for the new year provides for a continuation of a substantial stepped-up program started the latter part of 1947. Likewise, there are no contemplated changes in our program policies.

Mr. Finehout

* * *

FRED WEBER

GENERAL MANAGER, WDSU NEW ORLEANS

WE EXPECT that radio will show substantial development in the new communication fields which opened up in 1947 and will be substantially augmented in 1948. Undoubtedly more aggressive selling techniques and service to advertisers will be expended in 1948; and increased program efforts will regain some of the audience losses which radio may have experienced recently.

* * *

JAMES COMINOS

RADIO DIRECTOR, LEVALLY INC., CHICAGO

BUSINESS PROSPECTS for 1948 are very good. An increase in 1948 radio billings is indicated—about 8% over 1947. No FM is being considered at this time, but we are going to look into television, as we have been doing.

IN EASTERN ☆ NORTH CAROLINA ☆ YOUR ABC's ARE...

WRRF • WRRZ

5000 WATTS 930 KC WASHINGTON, N. C.

1000 WATTS 880 KC CLINTON, N. C.

Eastern North Carolina is the "as good as gold" market, where last year's bright leaf tobacco crop alone sold for $245,459,006. This rich 31-county market is the primary daytime listening area of WRRF and WRRZ.

In addition to reaching the 922,353 persons living in this prosperous market, there is a large "bonus" audience in the secondary area. For speedy results in the "as good as gold" market, use WRRF, Washington, N. C., and WRRZ, Clinton, N. C.

TAR HEEL BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
NEW YORK • CHICAGO • LOS ANGELES

CANADA'S FOURTH MARKET

WINNIPEG

A "MUST" BUY

CKRC

630 KC. NOW 5000 WATTS

REPRESENTATIVE: WEED & CO.

DOLLY BANKS
ASSISTANT GENERAL MANAGER, WHAT PHILADELPHIA

E YEARS 1946 and 1947, and ticularly 1947, were the best rs in the history of our station, ch specializes in foreign-lan- ge broadcasts. We look forward the future with great anticipa-, particularly to the time when grant of fulltime operation to AT may become final. We see reat future for television but not believe a foreign-language tion like ours will be much af- ted by competition from tele- ts. We do not think we will be versely affected by television en when it hits its full stride.

* * *

CHARLES B. JORDAN
MANAGING DIRECTOR, WRR DALLAS

E HAVE good reason to feel t business prospects for 1948 e good for the Dallas area. In est figures released, Dallas nks high among American cities in the number of home dwellings being constructed, and overall building permits show Dallas also ranks among the leaders in general construction. During recent years there has been an ever-increasing industrial development in this section of e country, and this trend natu- lly offers increasing buying wer. Retail sales in all types of siness are higher than ever in story, and even with a tremen- us population increase the per pita buying power in Dallas is an all-time high.

Mr. Jordan

* * *

M. S. STONE
ADVERTISING DEPARTMENT MANAGER, QUAKER OATS, CHICAGO

USINESS for 1947 was about the same as for 1946. We are currently using *Those Websters*, MBS; *Terry & Pirates*, ABC; and *Ladies Be Seated*, ABC, also *Man on the Farm*, on rural stations. We expect no general increase in spot or network billing, and have no television plans as yet. 1947 has been a very good year. We hope it will be as good or better in 1948.

* * *

FRANK M. HEADLEY
PRESIDENT, HEADLEY-REED CO., NEW YORK

WE AT HEADLEY-REED are optimistic about spot radio for 1948, and with good reason, too. We have enjoyed a splendid year, and the trend is still upward. All basic yardsticks seem to indicate a banner year in 1948. However — and here's where we put up the "Stop, Look and Listen" signal — we also realize full well that the ensuing year will be more competitive from many different angles. Irrespective of current predictions that next year will see an awful lot of transmitters on the auction block, nevertheless, many of the hundreds of new stations will get a share of the spot radio dollar.

Mr. Headley

* * *

J. HAROLD RYAN
VICE PRESIDENT AND TREASURER, FORT INDUSTRY CO.

AT THIS POINT the prospects for 1948 in northwestern Ohio look exceptionally good. We believe business will be better than in 1947. It is true that in certain high-priced lines of merchandise a resistance on the part of the buyer for further purchases has been noted. However, with increased personal incomes and wants still unsatisfied, purchasing power remains high and will continue to make itself felt. There may be a shift away from more expensive merchandise into cheaper quality, but the overall amount is bound to increase.

Mr. Ryan

* * *

JAMES D. SHOUSE
PRESIDENT, WLW CINCINNATI

FOR THE NEXT year—and the next year only—not much change. It is an election year and it would not be to the interest of either party to permit nor to endorse any radical departure from our current economic status.

Mr. Shouse

GAYLE V. GRUBB
GENERAL MANAGER, KGO-ABC SAN FRANCISCO

FROM current indications 1948 radio business may come up to that of 1947. There was a drop during the last few months of 1947, chiefly due to the curtailed advertising on the part of some food accounts. Large food shipments to Europe by the government, talk of rationing, and the diminishing purchasing power of the dollar have been largely responsible for the advertising curtailment. However, we look for other new business to supplant this temporary loss.

Mr. Grubb

I don't believe that the new stations popping up all over the place will have any serious effect on the older stations—at least for the time being. In fact, the more stations, the more businesses get initiated to the medium.

* * *

HINES HATCHETT
MANAGER, NEW YORK OFFICE OF JOHN E. PEARSON CO.

1948 WILL BE a very good year for station representatives—better than 1947, although not sensationally so—perhaps 12% or 15% better. All of Pearson's regular accounts have renewed. There is a continued trend among our accounts toward interest in programs rather than spots, and renewed interest in participation shows — especially for women— and disc jockey shows. From our experience FM has not yet proved a commercial factor. Interest in television timebuying is strengthening steadily, however.

Mr. Hatchett

* * *

RALPH N. WEIL
GENERAL MANAGER, WOV NEW YORK

THERE IS a noticeable trend among national advertisers to place a part of their advertising with selected key independents throughout the country, rather than in a network "blanket." Such advertisers have found that with this system they're able to concentrate sales promotion in crucial areas as well as to check more closely the direct influence of their radio advertising. Consequently, it is my opinion that the independent station which is alert and willing to expend the effort and research necessary to improve both programming and service will find 1948 a year of widening opportunity.

Mr. Weil

EDWARD C. OBRIST
GENERAL MANAGER, WPEN PHILADELPHIA

MY PREDICTION for 1948 is that there's a lot of hard work ahead of us—holding sales curves, reducing costs and producing greater services for our communities and more results for radio advertisers. If we can do these things, next year will be sensational.

* * *

SIDNEY N. STROTZ
NBC WESTERN NETWORK VICE PRESIDENT

THE RADIO business looks good for 1948. Other media will, of course, continue to offer greater competition than ever before, and the influx of many new stations may tend to spread the advertising dollar over a larger area than has been the case in the past. However, as to the latter, it takes time and programming to establish a successful radio station, and the old, established stations should not suffer too much from the new competition. Radio, like all business, will be affected by inflation, which will continue to bring higher costs for labor, materials and production. Television will be the big

(*Continued on page 76*)

Mr. Strotz

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
• THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y.19

KFMB sells SAN DIEGO
There's no pro and con when it comes to results on KFMB. Our advertisers get results —increased sales— increased profits. Why? Because San Diego good listening centers around KFMB. Sell from "the inside" and you sell more at less cost.
KFMB
* Now operating KFMB-FM
BASIC AMERICAN NETWORK (Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

. . . The Industry Looks to 1948

(Continued from page 75)

story of 1948, particularly in Los Angeles, where NBC expects to be in operation by mid-year. The radio industry will go through 1948 without a code, but NBC will naturally continue to operate under its own code, which resembles the proposed NAB code in its most important aspects.

* * *

BILL BAILEY
EXECUTIVE DIRECTOR, FM ASSN.

FM WILL BECOME a half-billion-dollar industry in 1948. Big talk? No. Facts. A survey by the FMA indicates that when the 1,023 FM stations now authorized by the FCC are on the air the investment in facilities alone will reach $100,000,000. FM set production is increasing rapidly. In November it had reached an estimated annual aggregate of 2,000,000. By spring it will be upwards of 5,000,000. Conservatively there's another $400,000,000. Take into consideration talent, transcriptions, records and personnel required to operate an FM station properly and 1948 will see an expenditure of more than $500,000,000.

Mr. Bailey

On the air as this is written are 369 FM stations, as compared to few more than 100 at the beginning of 1947. FM stations, the FMA has learned, are rapidly approaching the break-even point financially. Many are showing a profit. FM's revenue is coming largely from local accounts, although agencies are increasing national placements by the week. FM offers an opportunity for new programming, for community programming on a wide scale. These are saleable programs.

* * *

G. RICHARD SHAFTO
GENERAL MANAGER, WIS COLUMBIA, S. C.

SOUTH CAROLINA is substantially an agricultural state. The high farm income for the past several years will be reflected in continuing farm family purchasing power for many items of farm equipment and home appliances which will be in reasonably abundant supply in 1948 and have heretofore not been available to supply the demand. Tractors, farm implements, refrigerators, radios, furniture and farm building should all contribute to an enlargement of retail sales to farm homes.

A steady increase in industrial development through the continuing establishment of new industries of a type to supply postwar needs, and therefore geared to profitable operation under existing conditions, also will contribute to a healthy business during 1948 in South Carolina.

* * *

ROBERT O. REYNOLDS
VICE PRESIDENT AND GENERAL MANAGER, KMPC HOLLYWOOD

1948 MIGHT well be termed the year of decision for the broadcasting industry. In the first place, I believe more radio properties will be bought and sold than at any time during the past decade. Major decisions will confront many broadcasters with respect to FM and television. Some may not find it practical to earmark the large funds required in these operations, particularly those in large metropolitan areas. There will be major decisions to be made with respect to operational policies in the face of increased costs. Broadcasters and the unions with whom they deal will have to face together some very fundamental issues which will have a great bearing on radio's future.

Mr. Reynolds

* * *

FRANK E. PELLEGRIN
DIRECTOR OF BROADCAST ADVERTISING, NAB

INCREASED retail billings will highlight radio sales activity in 1948. This will be due to several factors:

Mr. Pellegrin

1. The growing number of stations, especially of the "community" type.

2. The better retail selling job to be done by all stations, as a natural outgrowth of the industry's increased emphasis on this type of business during the past year; the more and better NAB sales aids for retail salesmen, and the pressure of the growing buyers' market upon retailers.

3. The retailers' increased awareness of radio's power to do an effective job when used properly, stimulated by NRDGA's activity in promoting contests for best retail radio programs, conducting radio clinics, etc.

4. Basically, the fact that in retail advertising still lies the greatest potential for new revenue—over $500,000,000 in annual billings still untapped by broadcasters.

Network and national spot activity should continue at its brisk pace, thanks largely to the efficiency of those who have already raised those forms of radio advertising to a very high level.

* * *

DON SEARLE
VICE PRESIDENT, ABC WESTERN DIVISION

WELL-ESTABLISHED stations will maintain their standings everywhere, except where new outlets come up with outstanding new program ideas. Television will be digging in, setting up program and operational patterns and choosing sides for the heavy competitive expansion ahead. FM, on the other hand, will have but slight effect on AM stations. Rather than more inflation we are more apt to experience a definite move toward deflation, which radio and other advertising media can best counter by keeping a steady flow of dollars coursing through business channels. It should be a stormy period for any form of code, until a method is evolved to narrow the gap between the well-heeled and the under-nourished.

Mr. Searle

DONALD D. DAVIS
PRESIDENT AND COMMERCIAL MANAGER, WHB KANSAS CITY

WE FEEL that in selling an idea not time . . . that in creating successful radio "shows," radio merchandising plans and ideas that click . . . we can attract to radio (and WHB) constantly growing list of advertisers—for whom under our new fulltime operation, we will have desirable time on the air. We believe there will be an inflationary boom in 1948. Prospects for the Kansas City marketland have never been better.

Mr. Davis

* * *

ALEX ROSENMAN
COMMERCIAL MANAGER, WCAU PHILADELPHIA

A SURVEY made of leading advertising agencies indicates an increase in advertising budgets of most advertisers in 1948. This is reflected by the commitments of this station which are greater than they were a year ago today. Much of the fear and uncertainty has been replaced by confidence. Large and small manufacturers in this area have ordered that will keep them busy throughout 1948.

Mr. Rosenman

* * *

LEONARD THORNTON
MEDIA DIRECTOR, SWANEY, DRAKE & BEMENT, CHICAGO

IT'S BEEN A GOOD year and we look for a better one. No increase in radio billings for 1948 is foreseen. (Agency already has about $2,200,000 worth of business on books for Kaiser-Frazer, which established that company as foremost automotive user of radio.) Local, network and national spot sales all have increased, with largest growth in network (Wendell Noble *Newsscope* on MBS) and spot.

Bids to BMB

BMB is seeking bids on long term contracts for tabulating its 1948 interim and 1949 and 1951 nationwide audience surveys, with the probability that the tabulating organization will be retained by BMB for other services between surveys. Bids close Feb. 1.

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc Rep. by Headley-Reed
CBS Station for the SPARTANBURG-GREENVILLE Market

MORE LISTENERS THAN ANY TWO PRIVATE COMMERCIAL STATIONS IN THE HUNDRED MILLION DOLLAR RETAIL MARKET OF EASTERN CANADA

B.B.M.
5000 WATTS
630 KC

Ask Jos. Weed & Company
350 Madison Ave., N. Y.

CFCY

The Friendly Voice of the Maritimes
CHARLOTTETOWN

L. W. TEEGARDEN

ICE PRESIDENT, TUBE DEPT., RCA VICTOR, CAMDEN, N. J.

AMATIC GROWTH and ex-sion in the broadcast industry 1948, especially in the field of vision, is foreshadowed by a ber of outstanding electron-tube develop-ments during the past year. Contributing importantly to the advancement of television was the completion of a mechanization program for the mass production of cathode-ray picture tubes at Tube Dept.'s Lancaster, Pa., nt. The coming year also is ex-ted to see the continued wide-read adoption of the RCA image hicon tube in television cam-s. New power tubes for AM, H and television broadcasting, ently introduced by RCA, mise significant advances in nsmitting techniques for the ming year. With production at is all-peacetime-high level in the eral RCA tube plants, and new elopments proceeding at an ac-erated pace, the Tube Dept. is fident that its contributions to broadcast industry in 1948 will rpass even those of the past ar.

L. Teegarden

* * *

WALTER J. DAMM

VICE PRESIDENT AND GENERAL MANAGER OF RADIO, THE JOURNAL CO., MILWAUKEE

ECAUSE of its varied industries lwaukee is not subject to any dden effect, up or down, of a uation happening in one major dustry. Employment in Milwau-kee is and looks to continue on a high level, and we expect Milwaukee's reputation as one of the leading "try-out" markets in the United States to continue to result in the scheduling of many test campaigns.

Mr. Damm

IVOR SHARP

VICE PRESIDENT, KSL SALT LAKE CITY

THE WEST is growing, new industries are moving this way. Natural resources, particularly oil, coal, potash and iron, are being developed and the prospects are bright for accelerated development in these fields. All of this means good business.

* * *

PAUL McCLUER

SALES MANAGER, NBC CENTRAL DIVISION

WE EXPECT a better billing in 1948 than in 1947. All networks should show an increase. 1947 started out with a pessimistic outlook which has not been proven. NBC Central Division has had such additional accounts as *Meet the Meeks, Archie Andrews* for Swift; full network for *National Farm & Home Hour* (Allis Chalmers); *News of the World* (Miles Labs). Other new accounts in 1947 include Minnesota Valley Canning Co. (Fred Waring), Toni Co. (*This Is Nora Drake*) and Eversharp (*Take It or Leave It*). Election year always seems to mean a good year for radio. With more materials becoming available, national advertisers are bound to give greater share of advertising budgets to radio.

Mr. McCluer

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RUSSELL W. TOLG

RADIO DIRECTOR, BATTEN, BARTON, DURSTINE & OSBORN, CHICAGO

WE'LL PROBABLY hold even. This year was a good year. Next year will probably be good, too. Our radio budget for 1948 will be about the same as in 1947. National spot remains about even. We foresee no immediate increase in FM, but some interest has been manifested in television.

Mr. Tolg

SYDNEY GAYNOR

GENERAL SALES MANAGER, DON LEE BROADCASTING SYSTEM, HOLLYWOOD

1947 was the biggest sales year in the history of Don Lee Broadcasting System and all indications point to an even bigger 1948. Regional network business was very healthy during 1947 and, now that many manufacturers who have not been in radio consistently for many years are able to return, sales should continue to mount. We are not worried about loss of business due to the influx of new independent stations. Although they will have some effect, since they will naturally get some business, they will affect other independents rather than network stations. FM radio is not going to have much effect on AM. FM will bring in new and additional business. As for television, it will mean a specialized kind of selling, but it is too early to say what approach will be used. However, television will clearly mean many sales to accounts heretofore passing radio by.

Mr. Gaynor

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MRS. E. B. MYERS

DIRECTOR OF ADVERTISING, GENERAL FOODS CORP.

GENERAL FOODS radio advertising will be approximately the same during 1948, as tentatively planned. Total advertising for the year also will be about the same. The company will continue to make heavy use of network radio and very little use of spots.

Mrs. Myers

* * *

J. B. ELLIOTT

VICE PRESIDENT IN CHARGE OF RCA VICTOR HOME INSTRUMENT DEPT.

RCA VICTOR is definitely planning in 1948 to make a considerable contribution to the expansion and growth of the home television audience in line with the expected expansion of television broadcast service. We will do it through expanding present production facilities for television receivers; maintaining unequivocally our established receiver standards as to high quality and full value; and continued insistence on customer satisfaction through factory installation and maintenance. It is commonly agreed in the industry that 750,000 television sets will be rationed by the end of 1948.

Mr. Elliott

WALTER McCREERY

CO-PARTNER, SMITH, BULL & McCREERY ADV. AGENCY, HOLLYWOOD

IF ECONOMIC conditions stabilize themselves, I look forward with optimism to the next six months for the radio advertising industry. However, advertising agencies and other media now must be on their toes more than ever before. The days of the "order taker" have long since passed. We have found that there is a slight trend in advertising returning to other media. But that is natural and not alarming. More paper space is available. In my opinion, our clients are using radio budgets within 5% of last year's. The amusement industry is down generally throughout the country. But, so far, we find only slight variances in their radio advertising budgets. Predicating my outlook on stable business conditions, I feel that those in radio who are progressive, hard-working and industrious will find the next six months offering excellent business.

Mr. McCreery

* * *

VERNON L. MORELOCK

VICE PRESIDENT & RADIO DIRECTOR, ANFENGER ADV. AGENCY INC., ST. LOUIS

WE EXPECT the most profitable year in the agency's history. Sim-

(*Continued on page 78*)

WCOA PENSACOLA

Wattage now 5000. Day and Night!

Complete coverage in Northwest Florida!

ONLY NBC Station in Northwest Florida!

Audience, over 507,000 listeners!

National Representatives
JOHN H. PERRY ASSOCIATES
New York, Philadelphia, Detroit, Chicago, Atlanta

KTUL
TULSA
John Esau
Vice President & General Manager
Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVES

. . . The Industry Looks to 1948

(Continued from page 77)

ultaneously we expect, in radio, increased competition from other sponsors and increased confusion from the many new stations deluting the audience, multiplying the detail work and creating more obstacles in offering clients a factual and positive station-market story. At the start of 1947 we arrived at a "policy" for dealing with the new-station deluge and we expect to maintain it throughout 1948 at least.

Mr. Morelock

* * *

EVERARD MEADE
ADVERTISING DEPT.,
AMERICAN TOBACCO CO.

SO FAR our radio advertising budget in 1948 will be less because in 1947 we sponsored three shows and with the dropping of the *Jack Paar Show* we'll be sponsoring only two shows. However, there is always the possibility that we might be sponsoring a third show later on. We're tremendously interested in television. We will probably do quite a bit. This year (1947) we got in football and we're running one minute spots and we plan to continue to do so in 1948. The cigarette business is quite good and we see no reason for any falling off in 1948.

* * *

C. M. ROBERTSON JR.
PRESIDENT,
THE RALPH H. JONES CO.

GENERAL BUSINESS prospects for 1948 look good. Marginal accounts and companies without sufficient capital probably will drop out of the advertising picture because credit requirements will be strict and promotional funds more difficult to obtain. Established companies already have increased their budgets and undoubtedly will increase them still further to cover increased media costs as well as to meet competition.

Mr. Robertson Jr.

* * *

LOUIS J. NELSON
WADE ADVERTISING AGENCY,
CHICAGO

IF THE SPIRAL of prices continues to increase in 1948, there is no doubt the general business prospects will be good. Two very important factors in this respect are the third round of wage increases, which will come up for consideration in early 1948, and the Marshall Plan, which will continue to drain off a good part of our business productivity. We at the Wade Advertising Agency are looking forward to 1948 being about the same kind of a year as 1947.

* * *

BOND GEDDES
EXECUTIVE VICE PRESIDENT,
RADIO MANUFACTURERS ASSN.

THE RADIO INDUSTRY broke all of its past production records in 1947 in both radio and television set output and enters 1948 well equipped to hold its own in an increasingly competitive consumer market. With both television and FM-AM sure to continue their climb, 1948 will be another high production year, according to present indications, although there may be a decline in the overall unit total and a rise in dollar sales due to a higher average unit value.

Mr. Geddes

Final figures are not yet available for 1947, but it appears likely that total set production by all manufacturers will reach 18 million and may surpass it. This will mean that the industry manufactured three million sets more than in its previous peak year—1946—and exceeded its prewar record of 1941 by well over four million receivers.

When all tabulations are complete, FM-AM sets produced in 1947 are expected to exceed one million by a substantial margin and television receivers to total 175,000 or more. Receivers for both of these new broadcasting services were moving into volume production as the past year ended with every indication that their 1948 output would be far greater than in 1947.

Cooperative action of broadcasters and radio manufacturers, through NAB, FMA and RMA, helped make 1947 a highly successful year. In 1948 we hope that these beneficial liaisons will continue to increase radio listening audiences by encouraging multiple-set ownership.

The outlook for 1948 is very good. Both set and transmitter production will continue on a high level. While the spotlight may be on television in the few cities where stations are on the air, the manufacture and sale of straight radio receivers, both AM and FM, will constitute the major business of the industry at large. A wide variety of home receivers and the increasing popularity of portables and auto sets will insure a growing radio audience at all times.

* * *

RAYMOND R. MORGAN
PRESIDENT,
RAYMOND R. MORGAN CO.,
HOLLYWOOD

COMMITMENTS of our clients call for more radio in 1948 than was provided in 1947 schedules. About 5% of our radio billing will be for national spot. This is about the same as 1947. About 95% of our radio billing will be network. This, too, is about the same percentage as 1947. While we will bill more radio, the percentage of network and spot remains practically fixed. We used no FM in 1947 and no one has shown us why we should use any in 1948. We used no video in 1947, but we will probably get our feet wet by trying out an account or two. Some of the broadcasts we produce are televised each day, and in that way we are participating in video to some extent.

Mr. Morgan

* * *

LESLIE ATLASS SR.
MANAGER, WBBM CHICAGO

WBBM will show the biggest net profit in its history.

* * *

WALTER KNIFFEN
MEDIA MANAGER, H. W. KASTOR & SONS CO., CHICAGO

WE'LL PROBABLY hold an even keel for 1948. There is no indication of either an increase or decrease in radio billing. Overall prospect for billings in 1948 is good. We don't expect to use any FM or television in 1948, though at the present time, of course, we can't say.

* * *

JOHN SANDBURG
ASSISTANT ADVERTISING DIRECTOR,
KRAFT FOODS, CHICAGO

BUSINESS will stay at about the same level as in 1947, but we will drop summer replacement (*Sunmerfield Band Concert*) for *Gregor Gildersleeve*. We will increase use of magazines and newspapers. Television has included one hour show on NBC New York (*Kraft Television Theatre*) but we may use additional as markets increase size of audience. The food industry is highly competitive. Advertisers must be aggressive in their use of media and promotion. We must also consider effect of European countries on the market. If food supplies are not curtailed, business will increase. The year 1947 has been a good one and we hope 1948 will be better.

Mr. Sandburg

* * *

R. W. METZGER
VICE PRESIDENT AND RADIO DIRECTOR, RUTHRAUFF & RYAN,
CHICAGO

WE ARE OPTIMISTIC . . . business looks good for 1948. There is no indication of retrenchment on the part of clients. We added about $1,000,000 worth of business in the past two months (with the taking over of the Sachs and Mutual of Omaha accounts). Naturally we're very happy. An increase of about 25% in radio billings during 1948 is indicated. No use of FM is in sight but we are very much in the television picture.

Mr. Metzger

Airmark of Distinction

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
ABC NBC
FORT WORTH, TEXAS
570 kc. 5,000 Watts
820 kc. 50,000 Watts
FREE & PETERS INC.
National Representatives

WBTM
DANVILLE, VIRGINIA
*The Voice of the Rich Piedmont Region**
Now 5000 Watts
1000 Night
PHONE SANDY GUYER
DANVILLE 2350
** In a certified postcard survey just completed 79.7% of the replies in Danville, Schoolfield and Pittsylvania County show WBTM the outstanding favorite, as it has been for 17 years.*
American Broadcasting Company
GEORGE P. HOLLINGBERY CO.
National Representatives

JOHN M. RIVERS
MANAGER,
WCSC CHARLESTON, S. C.

E COASTAL AREA of South olina served by WCSC gives spect in 1948 of approximately same, or slightly better, busi- s than 1947. War agencies which expanded the Charleston area have been liquidated. Early solicitation of new industries, many hundreds of which are moving to the South, has, in a measure, taken up the slack, giving employment thousands of war workers. Five dio stations in a heretofore two- tion market, revenue-wise make division of radio dollars unpre- table. Area-wise, business in 8 in coastal South Carolina, as industries come and the busi- s of the port expands, looks orable.

Mr. Rivers

* * *

T. T. COOK
ASSISTANT VICE PRESIDENT IN CHARGE OF RADIO, AMERICAN TELEPHONE & TELEGRAPH CO.

FAR AS our budget is con- med, we plan to do much the ne as we have done in the past ar.

* * *

A. W. NEALLY
VICE PRESIDENT AND RESIDENT MANAGER, BBDO, LOS ANGELES

48 looks good at BBDO. It looks tter than 1947, which has been banner year. Our optimism is based on the forecasts of advertising activity for some 120 odd clients of nationwide geographic location who represent practically every important segment of this nation's industry. A large portion of our billing has en and will continue to be de- ted to radio. It is our belief that 948 advertising dollars will need and should work harder and re effectively than those of last year . . . that cost-per-thousand listeners and strength of sponsor identification will be increasingly important evaluations in determining radio advertising's accomplishment.

Mr. Neally

* * *

FRANK P. SCHREIBER
GENERAL MANAGER, WGN CHICAGO

IT SEEMS TO ME that radio in general will progress only insofar as the economic condition of the country permits in 1948. Higher operating costs are certain, and it will be necessary to exert every bit of ingenuity to show a profit. 1948 can be radio's greatest year, or its biggest flop. AM has already demonstrated its value. FM will take its place as an advertising medium if enough receiving sets to establish a satisfactory market for the sponsors are placed in the hands of home owners. Television is certain to advance, and of course will present many new problems, both from a programming and an advertising standpoint.

Mr. Schreiber

* * *

W. W. WATTS
VICE PRESIDENT IN CHARGE, RCA ENGINEERING PRODUCTS DEPT.

THERE IS NO DOUBT that the impetus given television in 1947 will spearhead a much greater expansion of this service during the coming year. The fact that we are in full production of a complete line of television transmitters, studio equipment, as well as field pickup equipment, will certainly make it possible technically to advance the art of television broadcasting to the same high quality that characterizes aural broadcasting today. While almost 20 5-kw television transmitters and a large number of image orthicon field cameras and microwave relay equipment were delivered in 1947, RCA in the year ahead will accelerate its production program to meet the increasing demand for television equipment for stations planning to enter this field. Of the transmitters shipped, it is interesting to note that half of them were delivered to newspaper-owned operators.

Mr. Watts

The FM picture is bright. A large number of FM stations are receiving much greater and more consistent coverage with FM than with their AM transmitters. RCA expects to deliver its first high power FM transmitters of the 10-kw and 50-kw type early in 1948, and these are expected to expand FM program coverage.

Because of the crowded channels in the AM band, an increasing number of 1-kw and higher power transmitters are being supplied with custom-built antenna phasing equipment. This trend is expected to continue. Production of broadcast audio equipments was stepped up considerably to handle the still heavy demand for this type of equipment. Production of the more popular types of high quality microphones and turntables is just reaching a balance with customer requests. The year 1948 should find most equipments available from stock, as they were in prewar years.

* * *

J. JAMES NEALE
DANCER-FITZGERALD-SAMPLE, CHICAGO

BUSINESS is expected to increase 3 to 4% in 1948. Business volume in 1947 should hit $20 million and exceed 1946 total. Overall business should increase but we expect radio to get slightly less than its 1947 billing. Television is important to national advertisers who will wait until audience increases sufficiently to justify TV advertising. New shows for D-F-S include the *Beulah Show* on CBS for Dreft.

Mr. Neale

* * *

HENRY J. KAUFMAN
HENRY J. KAUFMAN & ASSOC., WASHINGTON, D. C.

MANY NATIONAL advertisers appear to be backing away from radio shows with high production costs, although there is evidence that regionalized spot schedules will be intensified. Our radio volume for 1947 achieved the approximate level of our 1946 volume, which was the largest in the history of this agency. However, we look for a greater tonnage from [redacted] radio department during 1948, mainly because of television. Television is exciting considerable interest here in Washington, where a large number of advertisers, who have used a combination of radio and newspapers see a possibility of obtaining the combined advantages of the visual presentation achieved in publication copy . . . along with the personal persuasion of radio. FM is still the stepchild of the broadcasting field. We cannot see any major changes in this picture for the next year, unless the FM stations and receiver manufacturers do something exceptional.

Mr. Kaufman

* * *

J. ARCHIE MORTON
GENERAL MANAGER, KJR SEATTLE

COMPETITION will be more severe in 1948. However, the well-operated, well-programmed, well-sold stations will do better than in 1947.

Elges Gets KQW Post

MYRON ELGES, ABC Hollywood account executive for past three years, resigns effective January 15 to become sales manager of KQW San Francisco. Appointment was announced by C. L. McCarthy, KQW vice president and general manager. He succeeds Richard E. Goebel who resigned from KQW to become general manager of KLAS, new Las Vegas station now under construction. In radio for more than 12 years, Mr. Elges was with NBC before joining ABC. Prior to that he was commercial manager of KTMS Santa Barbara.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Republic by Hill & Range Songs

FOOL THAT I AM

On Transcriptions: LANG-WORTH—Airlane Trio; NBC THESAURUS—Novatime Trio.

On Records: Dinah Shore—Col. 37952; Sammy Kaye—Vic. 20-2601; Georgia Gibbs—Maj. 12013; Billy Eckstine—MGM 10097; Dinah Washington—Mercury 8050; Erskine Hawkins—Vic. 20-2470; Gladys Palmer—Miracle 104; Brooks Brothers—Dec. 48049.

BMI

ROADCAST MUSIC INC. 580 FIFTH AVENUE
W YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y

A STRATEGIC SPOT

Play your radio shots so you won't miss. In this very important THREE KEY CITY MARKET . . . Beaumont, Port Arthur, and Orange . . . your sure shot is KFDM!

REPRESENTED BY
FREE & PETERS, INC.
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

Wayne Coy

(Continued from page 12)

Mr. Sterling's would expire a year earlier.

The engineer-appointee's experience in radio dates to 1908 when he established his first amateur station at his home at Peaks Island, Portland, Me. Except for military service on the Mexican border in 1916 and in France during World War I, he has been continuously associated with radio since that time. Even during the first World War he continued his activities in radio—he was radio instructor in Signal Corps schools of the AEF and assisted in setting up and operating the first radio intelligence section of the Signal Corps in France, winning a citation for "especially excellent and meritorious service."

Mr. Sterling also served as a radio operator in the Merchant Marine and in 1922 entered commercial employment as a marine radio inspector. In 1923 he joined the Federal service as a radio inspector in the Commerce Dept.'s Bureau of Navigation. Continuously since then, he has been engaged in the enforcement of radio laws and regulations.

In 1935 he was named inspector in charge of the Third Radio District of the Federal Radio Commission, and two years later was transferred from Baltimore to Washington as assistant chief of the Field Division of the FCC's Engineering Department. On July 1, 1940, he became chief of the National Defense Operations Section of the Field Division, and on June 1, 1942, was promoted to assistant chief engineer and chief of the Radio Intelligence Division. He was named assistant chief engineer in charge of the Field & Research Branch on Dec. 19, 1945, and became chief engineer when George P. Adair resigned last May 1.

Mr. Sterling has had substantial experience in international radio affairs. He was a delegate of the Provisional International Civil Aviation Organization at the Demonstrations of Radio Aids to Air Navigation conducted by the United Kingdom at London in September-October 1945 and by the U. S. a year later at Indianapolis, in addition to his recent assignment at the pre-NARBA engineering conference. He is a senior member of the Institute of Radio Engineers.

Mr. Jett's departure from the Commission marks the completion of 37 years of government service in the radio field. Now 54, he joined the naval service in June 1911, served as radio officer at sea during the first World War, was subsequently Officer-in-Charge of the Navy's Transatlantic Radio Control Station, and later, after four additional years of sea duty, was named to serve under the Director of Naval Communications as Officer-in-Charge of the Registered Publication Section and as Assistant Navy Dept. Communication Officer and Officer-in-Charge of Radio Central.

He was "loaned" to the FRC's Engineering Dept. in 1929, and afterward, upon retirement from the Navy, was appointed a senior radio engineer in direct charge of the Commission's engineering work concerning non-broadcasting radio services. He became assistant chief engineer in 1931, serving in that capacity until he was promoted to head the department almost exactly 10 years ago upon the elevation of T. A. M. Craven from chief engineer to Commissioner.

Recognized as one of the foremost allocations experts, Mr. Jett became a Commissioner in 1944, succeeding the late George H. Payne. He has had numerous international assignments, including participation as a delegate to the International Telecommunications Conferences which were held last summer at Atlantic City. He was chairman of the interim NARBA conference held in Washington in early 1947, and at all times has taken a prominent role in international radio affairs.

Even before becoming a member of the Commission, he was a member of the American delegation to the North and Central American Radio Conference at Mexico City in 1933; the North American Regional Radio Conference in Havana in March 1937 and the International Radio Consulting Committee at Bucharest in May-June 1937; the Inter-American Radio Conference at Havana, also in 1937, and the International Telecommunications Conference at Cairo in 1938.

He is a member and former chairman of the Washington Section of the Institute of Radio Engineers.

Mr. Jett was named to head the U. S. delegation to the Provisional Frequency Board, which convenes at Geneva in January, but withdrew largely for personal reasons and was slated to be succeeded by former FCC Comr. Ray C. Wakefield [BROADCASTING, Dec. 22].

WFMJ SELLS The Rich Mahoning Valley

AND HERE'S WHY!
THERE'S MORE
"SETS IN USE"

An Average of 45% More Than National Average

•

Youngstown Ratings of Network Shows Average 100% Higher

•

A Greater Audience at Lower Cost

Ask HEADLEY-REED

WFMJ

The ABC Station For YOUNGSTOWN, OHIO

CONSENT TO TRANSFER OF KSST IS SOUGHT

APPLICATION has been filed at FCC for consent to transfer of control of KSST Sulphur Springs, Tex., for $40,000 to a new group headed by Truett Kimzey, owner of KGVL Greenville, Tex. Request also has been filed at the Commission for approval of assignment of license of WCSC Charleston, S. C., and permit for WCSC-FM, from John M. Rivers to a new firm solely owned by Mr. Rivers.

KSST, assigned 250 w on 1230 kc and licensed to Hopkins County Broadcasting Co., is to be sold by Howard S. Smith, owner of 72 of total 180 shares outstanding, president; Howard Hicks, 36 shares and vice president; his son, John A. Hicks, 18 shares, secretary-treasurer; R. E. Pratt, 36 shares, vice president, and Ross Bohannon, 18 shares, director. The purchasers include: Mr. Kimzey, who will own 24%; Earle Fletcher, KGVL manager, 25%; Jack C. Elliott, manager and general partner, Elliott Truck and Tractor Co,, Vernon, Tex., 20%; Wm. N. Edwards, Fort Worth Investment securities dealer, 21%; and J. Warren Day, Fort Worth public accountant, 10%.

Mr. Bohannon also is 20% owner of KSTA Coleman and of new grantees at El Campo and Hillman, Tex. (check).

WCSC and WCSC-FM are transferred from Mr. Rivers as an individual to WCSC Inc., of which he is sole beneficial owner and president and treasurer. G. L. B. Rivers is vice president and Martha R. Rivers secretary.

Upcoming

Jan. 6: NAB Research Committee, BMB Hdqrs., New York.

Jan. 8-9: NAB Sales Managers Executive Committee, NAB Hdqrs., Washington.

Jan. 12-16: NRDGA Annual Convention, Hotel Pennsylvania, N. Y.

Jan. 13-14: NAB Engineering Executive Committee, NAB Hdqrs., Washington.

Jan. 15-16: NAB International Advisory Committee, NAB Hdqrs., Washington.

Jan. 19: Skywave and Clear Channel Hearing, Washington.

Jan. 19-20: Georgia Assn. of Broadcasters, winter meeting, Hotel Sheraton Bon Air, Augusta.

Jan. 22-24: CBC Board of Governors Meeting, Ottawa.

Jan. 26-27: NAB Small Market Stations Executive Committee, NAB Hdqrs., Washington.

Latest Pulse Ratings

AVERAGE quarter-hour sets-in-use in New York, Philadelphia, Boston, Chicago and Cincinnati for sample weeks of November and December was 23.8, according to the latest report of Pulse Inc., Cincinnati, with 30.3 sets-in-use, was far ahead of the larger cities, which the Pulse states, "may be a reflection of a different pattern of household activities throughout the week."

Top programs, according to Pulse, were:

HIGHEST ¼ HR. RATING
Evening

	Nov. Dec.	Sept. Oct.*
Jack Benny	28.6	
Fred Allen	25.4	
Charlie McCarthy	24.6	18.2
Lux Radio Theatre	24.0	18.1
Fibber McGee-Molly	21.6	
Bob Hope	19.6	
Truth or Conseq.	19.5	10.8
Mr. Dist. Attorney	19.2	16.5
Fitch Bandwagon	18.9	
Red Skelton	17.6	

HIGHEST ¼ HR. RATING
Daytime—5 a week

	Nov. Dec.	Sept. Oct.*
Breakfast Club	7.5	6.8
Helen Trent	7.0	6.1
Our Gal Sunday	6.8	6.0
Guiding Light	6.7	
Rosemary	6.6	6.4
When a Girl Marries	6.2	
Portia Faces Life	6.1	
Aunt Jenny	6.0	5.5
Stella Dallas	6.0	
My True Story	5.8	5.4

Arthur Godfrey (11:00 a.m.) and Ma Perkins (1:15) are not broadcast in Cincinnati, and are excluded from the Monday to Friday daytime list. Big Sister shifted its broadcast time in Cincinnati so that it was not aired at the same time both months.

**SATURDAY & SUNDAY
DAYTIME

	Nov. Dec.	Sept. Oct.*
The Shadow	11.0	
Counterspy	7.5	5.3
Detective Mysteries	7.1	
Grand Central Sta.	6.9	5.9
Harvest of Stars	6.8	4.0
One Man's Family	6.7	4.5
Stars Over Hollywood	6.7	6.3
Armstrong Theatre	6.6	6.1
Let's Pretend	6.2	5.3
RCA Victor Show	5.9	

**All Football Rating Omitted
*Based on 4 Cities

LIBEL and SLANDER

Invasion of Privacy
Violation of Copyright
Plagiarism
These daily hazards can be INSURED.

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our EXCESS POLICY is adequate, effective and inexpensive. Write for details and quotations.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

Text

(Continued from page 17)

ounsel and not more than three assistants, and temporary counsel designated by the Commission for the performance of special services; and (2) ach Commissioner may appoint and escribe the duties of a secretay at an nnual salary not to exceed $6,000. The hief engineer, the chief accountant, nd the general counsel shall each reeive an annual salary of not to exceed 9,000; the secretary shall receive an nnual salary of not to exceed $8,500, nd no assistant shall receive an annual salary in excess of $8,500. The ommission shall have authority, subect to the provisions of the civil-serve laws and the Classification Act of 923, as amended, to appoint such ther officers, engineers, accountants, ttorneys, inspectors, examiners, and ther employees as are necessary in the xecution of its functions. On and fter January 1, 1948, no engineer, accountant, or attorney, or any other rofessional employee of the Commission, shall, for a period of one year fter leaving the employ of the Commission, practice before the Commission or represent in any capacity any erson, including all persons within ommon control, licensed by or coming within the jurisdiction of the Commission, and no such engineer, accountant, ttorney, or professional employee shall, or a period of one year after leaving he employ of the Commission, be anted individually or in conjunction ith others any construction permit or icense by the Commission."

(f) Subsection (h) of section 4 of uch Act is amended to read as follows:

"(h) Five members of the Commission shall constitute a quorum thereof nd two members of each panel shall onstitute a quorum of such panel. The ommission shall have an official seal hich shall be judicially noted."

(g) Subsection (k) of section 4 of uch Act is amended to read as follows:

"(k) The Commission shall make an nnual report to Congress, copies of hich shall be distributed as are other eports transmitted to Congress. Such eports shall contain—

"(1) such information and data collected by the Commission as may be onsidered of value in the determination of questions connected with the egulation of interstate and foreign ire and radio communication and radio transmission of energy;

"(2) such information and data concerning the functioning of the Commission as will be of value to Congress n appraising the amount and character of the work and accomplishments f the Commission and the adequacy f its staff and equipment;

"(3) information with respect to all ersons taken into the employment of he Commission during the year covered by the report, including names, ertinent biographical data and experience, Commission positions held and compensation paid, together with the names of those persons who have left the employ of the Commission during such year: Provided, That the first annual report following the date of enactment of Communications Act Amendments, 1947, shall contain such information with respect to all persons in the employ of the Commission at the close of the year for which the report is made;

"(4) an itemized statement of all funds expended during the preceding year by the Commission, of the sources of such funds, and of the authority in this Act or elsewhere under which such expenditures were made; and

"(5) specific recommendations to Congress as to additional legislation which the Commission deems necessary or desirable."

Sec. 5. Section 5 of such Act, as amended, is amended to read as follows:

"ORGANIZATION OF THE COMMISSION *

"Sec. 5. (a) Within thirty days after the effective date of this section and annually thereafter the Commission (1) shall select one of its members to be Chairman of the Commission for the ensuing year and (2) shall organize its members into three panels of three members each, said panels to be known and designated as the 'common-carrier panel', the 'broadcast panel', and the 'safety and special services panel'. Except as hereinafter provided, no member designated to serve on one panel shall, while so serving, have or exercise any duty or authority with respect to the work or functions of the other panels.

"(b) The common-carrier panel shall have and exercise jurisdiction as provided in subsection (e) hereof over questions of substance and procedure arising under the provisions of this Act or amendments thereto, relating to wire and radio communications by a common carrier or carriers, or which are intended to be received by a designated addressee or addressees.

"(c) The broadcast panel shall have and exercise jurisdiction as provided in subsection (e) hereof over questions of substance and procedure arising under the provisions of this Act, or amendments thereto, relating to wire and radio communications intended to be received by the public directly.

"(d) The safety and special services panel shall have and exercise jurisdiction over questions of substance and procedure arising under the provisions of this Act, or amendments thereto, relating to: (1) all signals and communications of an emergency nature, including those by, to, and between ships at sea, and those relating to fire control and police activities; (2) all signals and communications by, to, and between aircraft, or for the use or assistance of aircraft; (3) all signals and communications by, to, and between trains, motor vehicles, and other manner of land transportation, including vessels engaged in inland waterways or harbor operations; (4) all signals and communications by, to, and between amateur stations; and (5) all signals and energy used in heat induction or diathermy devices.

"(e) Within its respective jurisdiction each panel shall (1) make all orders and adjudications involving the interpretation and application of the Act or of the Commission's regulations made pursuant to the Act, and (2) function as a committee of the whole Commission in the exercise of the Commission's rule-making powers.

"(f) The whole Commission shall have and exercise jurisdiction: (1) over the adoption and promulgation of all rules and regulations of general application authorized by this Act, including procedural rules and regulations for the Commission and the panels thereof; (2) over the assignment of bands of frequencies to the various radio services; (3) over the selection and appointment of all officers and other employees of the Commission; (4) over the qualification and licensing of all radio operators; and (5) generally over all other matters with respect to which authority is not otherwise specifically conferred by other provisions of this Act. In any case where conflict arises as to the jurisdiction of the Commission or any panel thereof, such question of jurisdiction shall be determined by the whole Commission.

"(g) The Chairman of the Commission shall be the chief executive officer of the Commission. It shall be his duty to preside at all meetings and sessions of the whole Commission, to represent the Commission in all matters relating to legislation and legislative reports, and generally to coordinate and organize the work of the Commission and each panel thereof in such manner as to promote prompt and efficient disposition of all matters within the jurisdiction of the Commission.

"(h) Each panel of the Commission shall annually choose its own chairman, and, in conformity with and subject to the foregoing provisions of this section, shall organize its membership and the personnel assigned to it in such manner as will best serve the prompt and orderly conduct of its business. Each panel shall have power and authority by a majority thereof to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions over which it has jurisdiction. Any order, decision, report made, or other action taken by any of said panels with respect to any matter within its jurisdiction, shall be final and conclusive, except as otherwise provided in this Act. The secretary and seal of the Commission shall be the secretary and seal of each panel thereof.

"(i) In the case of a vacancy in the office of the Chairman of the Commission or the absence or inability of the Chairman to serve, the Commission may temporarily designate and appoint one of its members to act as Chairman of the Commission until the cause or circumstance requiring said service shall have been eliminated or corrected. During the temporary service of any such Commissioner as Chairman of the Commission, he shall continue to exercise the other duties and responsibilities which are conferred upon him by this Act.

"(j) The Commission or any panel thereof is hereby authorized by its order to assign or refer any portion of its work, business, or functions to an individual Commissioner, or to a board composed of an employee or employees of the Commission, to be designated by such order for action thereon, and by its further order at any time to amend, modify, or rescind and such order or reference: Provided, That this authority shall not extend to duties otherwise specifically imposed by this or any other Act of Congress. Any order, decision, or report made or other action taken by any such individual Commissioner or board in respect of any matter so assigned or referred shall have the same force and effect and may be made, evidenced, and enforced as if made by the Commission or the appropriate panel thereof: Provided, however, That any person aggrieved by any such order, decision, or report may file a petition for review by the Commission or the appropriate panel thereof, and every such petition shall be passed upon by the Commission or that panel.

"(k) Notwithstanding any other provision of this section, the Commission may, by specific order to that effect, continue any member in the performance of particular duties undertaken and commenced while serving as Chairman of the Commission or as a member of a particular panel, irrespective of the fact that such a member has been assigned to and has assumed the performance of other duties; but such assignment shall be made only when necessary to the efficient and proper functioning of the Cammission or of any panel thereof, or when the failure to make such an assignment would or might result in hardship or unnecessary delay to parties having business before the Commission. During the temporary service of any Commissioner pursuant to any such assignment, such Commissioner shall continue to exercise the other duties and responsibilities which are conferred upon him by or pursuant to this Act."

Sec. 6. Subsection (b) of section 307 of such Act, as amended, is amended to read as follows:

"(b) In considering applications for licenses, and modifications thereof, when and insofar as there is demand for the same, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same."

Sec. 7. Subsection (d) of section 307 of such Act is amended to read as follows:

"(d) No license granted for the operation of a broadcasting station shall be for a longer term than three years and no license so granted for any other class of station shall be for a longer term than five years, and any license granted may be revoked as herein-

(Continued on page 82)

* See footnote page 17 for changes contemplated.

WGN CHICAGO sales meeting Dec. 16-17 finds Phillips Carlin (l), MBS vice president in charge of programs, chatting with Buckingham Gunn (center), WGN program director, and William A. McGuineas, WGN commercial manager. A talk by Mr. Carlin on network programming and a motion picture on television highlighted the two-day confab.

HORACE N. STOVIN AND COMPANY

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG

TORONTO

The Swing is to WHB in Kansas City

WHB

Kansas City

• MUTUAL NETWORK

• FULL TIME

• 10,000 WATTS DAY

• 5,000 WATTS NIGHT

• 710 KILOCYCLES

Text

(*Continued from page 81*)

after provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term of not to exceed three years in the case of broadcasting licenses and not to exceed five years in the case of other licenses."

Sec. 8. So much of subsection (a) of section 308 of such Act as precedes the second proviso is amended to read as follows: "The Commission may grant instruments of authorization entitling the holders thereof to construct or operate apparatus for the transmission of energy, or communications, or signals by radio or modifications or renewals thereof, only upon written application therefor received by it: Provided, That (1) in cases of emergency found by the Commission involving danger to life or property or due to damage to equipment, or (2) during the continuance of any war in which the United States is engaged and when such action is necessary for the national defense or security or otherwise in furtherance of the war effort, the Commission may grant and issue authority to construct or operate apparatus for the transmission of energy or communications or signals by radio during the emergency so found by the Commission or during the continuance of any such war, in such manner and upon such terms and conditions as the Commission shall by regulation prescribe, and without the filing of a formal application, but no such authority shall be granted for a period beyond the period of the emergency requiring it nor remain effective beyond such period."

Sec. 9. Section 309 of Such Act, as amended, is amended to read as follows:

"HEARING ON APPLICATIONS FOR LICENSES; FORM OF LICENSES; CONDITIONS ATTACHED TO LICENSES

"Sec. 309. (a) If upon examination of any application provided for in section 308 the Commission shall determine that public interest, convenience, and necessity would be served by the granting thereof, it shall authorize the issuance of the instrument of authorization for which application is made in accordance with said finding.

"(b) If upon examination of any such application the Commission is unable to make the finding specified in subsection (a) of this section, it shall forthwith notify the applicant and other known parties in interest of the grounds and reasons for its inability to make such finding. Such notice, which shall precede formal designation for a hearing, shall advise the applicant and all other known parties in interest of all objections made to the applications as well as the source and nature of such objections. The parties in interest shall include, in addition to such others as the Commission may determine, any person whose status as the holder of a construction permit or license would be adversely affected because of the authorization or action proposed and any person other than an applicant for facilities whose status as such applicant would be adversely affected. Following such notice, the Commission shall formally designate the application for hearing on the grounds or reasons then obtaining and shall notify the applicant and all other known parties in interest of such action and the grounds and reasons therefor, specifying with particularity the matters and things in issue but not including issues or requirements phrased generally. The parties in interest, if any, who are not notified by the Commission of its action with respect to a particular application may acquire the status of a party to the proceeding thereon by filing a petition for intervention showing the basis for their interest at any time not less than ten days prior to the date hearing. Any hearing subsequently held upon such application shall be a full hearing in which the applicant and all other parties in interest shall be permitted to participate but in which both the burden of proceeding with the introduction of evidence upon any issue specified by the Commission, as well as the burden of proof upon all such issues, shall be upon the applicant.

"(c) When any instrument of authorization is granted by the Commission without a hearing as provided in subsection (a) hereof, such grant shall remain subject to protest as hereinafter provided for a period of thirty days. During such thirty-day period any party in interest, as defined in subsection (b) hereof, may file a protest directed to such grant and request a hearing on said application so granted. Any protest so filed shall contain such allegations of fact as will show the protestant to be a party in interest and shall specify with particularity the matter and things in issue but shall not include issues or allegations phrased generally. Upon the filing of such protest the application involved shall be set for hearing upon the issues set forth in said protest, together with such further specific issues, if any, as may be prescribed by the Commission. In any hearing subsequently held upon such application all issues specified by the Commission shall be tried in the same manner provided in subsection (b) hereof but with respect of all issues set forth in the protest and not specifically adopted by the Commission, both the burden of proceeding with the introduction of evidence and the burden of proof shall be upon the protestant. The hearing and determination of cases arising under this subsection shall be expedited by the Commission and pending hearing and decision the effective date of the Commission's action to which protest is made shall be postponed to the date of the Commission's decision after hearing, unless the authorization involved is necessary to the maintenance or conduct of an existing service, in which event the Commission shall authorize the applicant to utilize the facilities or authorization in question pending the Commission's decision after hearing.

"(d) Such station licenses as the Commission may grant shall be in such general form as it may prescribe, but each license shall contain, in addition to other provisions, a statement of the following conditions to which such license shall be subject: (1) The station license shall not vest in the licensee any right to operate the station nor any right in the use of the frequencies designated in the license beyond the term thereof nor in any other manner than authorized therein; (2) neither the license nor the right granted thereunder shall be assigned or otherwise transferred in violation of this Act; (3) every license issued under this Act shall be subject in terms to the right of use or control conferred by section 606 hereof."

Sec. 10. Subsection (b) of section 310 of said Act is amended to read as follows:

"(b) No instrument of authorization granted by the Commission entitling the holder thereof to construct or to operate radio apparatus and no rights granted thereunder shall be transferred, assigned, or disposed of in any manner, voluntarily or involuntarily, directly or indirectly, or by transfer of control of any corporation holding such instrument of authorization, to any person except upon application to the Commission and upon finding by the Commission that the proposed transferee or assignee possesses the qualifications required of an original permittee or licensee. The procedure for handling such application shall be that provided in section 309 hereof with respect to application for licenses."

Sec. 11. Section 311 of such Act, as amended, is amended to read as follows:

"APPLICATION OF ANTITRUST LAWS

"Sec. 311. All laws of the United States relating to unlawful restraints and monopolies and to combinations, contracts, or agreements in restraint of trade, are hereby declared to be applicable to licensees under this Act and to the manufacture and sale of, and to trade in radio apparatus and devices entering into or affecting interstate or foreign commerce and to interstate or foreign radio communications. No action of the Commission shall estop the United States or any person aggrieved from proceeding against any other person because of alleged violations of the law, against unfair methods of competition, or against unlawful restraints and monopolies, or against combinations, contracts, or agreements in restraint of trade, or from instituting proceedings for the dissolution of any corporation or other association of persons alleged to be engaged in any such violations."

Sec. 12. Section 312 of such Act, as amended, is amended to read as follows:

"REVOCATION OF LICENSES; CEASE-AND-DESIST ORDERS

"Sec. 312. (a) Any station license may be revoked (1) because of conditions coming to the attention of the Commission since the granting of such license which would have warranted the Commission in refusing to grant such license, or (2) for violation of or failure to observe the terms and conditions of any cease-and-desist order issued by the Commission pursuant to subsection (b) hereof: Provided, That no such order of revocation shall take effect until thirty days' notice in writing thereof, stating the cause for the proposed revocation, has been given to the licensee. Such licensee may make written application to the Commission at any time within said thirty days for a hearing upon such order, and upon the filing of such written application said order of revocation shall stand suspended until the conclusion of the hearing. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of revocation.

"(b) Where a station licensee (1) has failed to operate substantially as set forth in the license, or (2) has failed to observe any of the restrictions and conditions of this Act or of a treaty ratified by the United States, or (3) has violated or failed to observe any rule or regulation of the Commission authorized by this Act, the Commission may institute a proceeding by serving upon the licensee an order to show cause why it should not cease and desist from such action. Said order shall contain a statement of the particulars and matters with respect to which the Commission is inquiring and shall call upon the licensee to appear before the Commission at a time and place therein stated, but in no event less than thirty days after receipt of such notice, and give evidence upon the matter specified in said order. If, after hearing, or a waiver thereof by the licensee, the Commission determines that a cease-and-desist order should issue, it shall make a report in writing stating the findings of the Commission and the grounds and reasons therefor and shall cause the same to be served on said licensee, together with such order.

Sec. 13. Section 313 of such Act, as amended, is amended to read as follows:

"MODIFICATION BY COMMISSION OF CONSTRUCTION PERMITS OR LICENSES

"Sec. 313. (a) Any station license granted under the provisions of this Act or the construction permit required thereby may be modified by the Commission either for a limited time or for the duration of the term thereof, if in the judgment of the Commission such action will promote the public interest, convenience, and necessity, or the provisions of this Act or of any treaty ratified by the United States will be more fully complied with: Provided, That no such order of modification shall become final until the holder of such outstanding license or permits shall have been notified in writing of the proposed action and the grounds and reasons therefor, and shall have been given reasonable opportunity, in no event less than thirty days, to show cause by public hearing, if requested, why such order of modification should not issue.

"(b) In any case where a hearing is conducted pursuant to the provisions of this section or section 312, both the burden of proceeding with the introduction of evidence and the burden of proof shall be upon the Commission."

Sec. 14. Section 315 of such Act is amended to read as follows:

"USE OF FACILITIES BY CANDIDATES FOR PUBLIC OFFICE AND FOR THE PRESENTATION OF POLITICAL AND OTHER PUBLIC QUESTIONS

"Sec. 315. (a) If any licensee shall permit any person who is legally qualified candidate for any public office in any primary, general, or other election to use a broadcast station he shall afford equal opportunities to all other such candidates for that office in the use of such broadcast station.

"(b) If any licensee shall permit use of a broadcast station in support of or in opposition to a public measure to be voted upon as such in any referendum, initiative, recall, or any other form of public election, or shall permit use of a broadcast station for the presentation of political or other public questions of a controversial nature, he shall afford equal opportunities, in the aggregate, for the presentation of opposite views on such public measures or political or public questions.

"(c) The person or persons arranging for the broadcast time under the provisions of this section shall, prior to the proposed broadcast, disclose in writing and deliver to the licensee (1) the name of the speaker, (2) the subject of the discussion, (3) the capacity in which the speaker appears, and (4) how the time for the broadcast was made available and, if paid for, by whom. It shall be the duty of the licensee of the station so used to caus

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1-2-4
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announcement of this information be made, both at the beginning and the end of the broadcast: Provided, hat in the case of a public officer peaking as such, the announcement ired specify only the subject of the iscussion, the office held by him, whether such office is elective or appintive, and by what political unit political officer the power of elecion or appointment is exercised. Where ore than one broadcast station or a etwork of such stations is used as erein provided, the requirements of his subsection will be met by filing the equired material with the licensee f the originating station and by broadasting the required announcement ver all stations which broadcast the ubject program.

"(d) The licensee of any station so ised shall have no power to censor, alter, or in any manner affect or control the material broadcast under the prodsions of this section: Provided, That licensees shall not be liable for libel, slander, invasion of rights of privacy, r any similar liability imposed by any ocal, State, or Federal law, for statements made in any broadcast under he provisions of this section except as o statements made by the licensee or ersons under his control.

"(e) The term 'equal opportunities' s used in this section means the conideration, if any, paid or promised for he use of such station, the approximate time of the day or night at hich the broadcast is made, an equal mount of time, the use of the station n combination with other stations, if ny, used by the original user, and in he case of network broadcasting, an quivalent grouping of stations conected for simultaneous broadcast or or any recorded rebroadcasts.

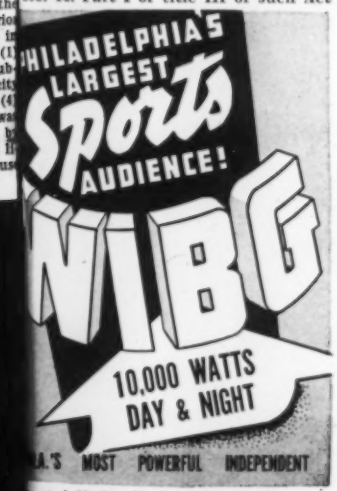
"(f) Nothing contained herein shall e understood as imposing, or as permitting or authorizing the Commisn to impose, any obligation upon the censee of any broadcast station to ermit the original use of such station r any of the purposes dealt with in his section."

Sec. 15. Section 326 of such Act is mended to read as follows:

"CENSORSHIP; FREE SPEECH

"Sec. 326. Nothing in this Act shall e understood or construed to give he Commission the power of censorip over the radio communications or gnals transmitted by any radio staon, and no regulation or condition hall be promulgated or fixed by the ommission which shall interfere with he right of free speech by means of adio communication. Subject to the ecific limitations of this Act, it shall e the right and duty of the licensee of ny radio broadcast station to deterine both the character and source of he material to be broadcast: Provided, hat nothing contained in this Act hall be construed to limit the auhority of the Commission in its conideration of applications for renewals f licenses to determine whether or not he licensee has operated in the pubc interest."

Sec. 16. Part I of title III of such Act



Represented Nationally by Adam J. Young, Inc.
New York by Joseph Lang, 31 W. 47th Street

BANJO-EYES himself, Eddie Cantor (l), helps John W. Elwood, general manager of KNBC San Francisco, celebrate his 30th anniversary in the communications industry. Mr. Elwood started his career Dec. 17, 1917 with the General Electric Co. in New York. He took over managership of the NBC San Francisco station shortly after Pearl Harbor.

is amended by adding the following new section:

"IDENTIFICATION OF EDITORIAL OR INTERPRETIVE COMMENT

"Sec. 330. (a) When a broadcast station is used for the broadcast of news items or the description of current events or regular news commentaries it shall be the duty of the licensee of such station to cause an announcement to be made at the beginning of any such broadcast in order to inform the audience of the identity and responsibility of the speaker and establish the nature of the broadcast. For this purpose such announcement shall include (1) identification of the person making the broadcast, by name; (2) his position with the station or network originating the broadcast; and (3) the nature of the broadcast, whether news or commentary or both. Where more than one broadcast station or network of such stations is used as herein provided, the responsibility for compliance with the requirements of this section shall be upon the originating station.

"(b) Nothing contained in section 315 shall apply to broadcasts devoted to general news reports or regular news commentaries or descriptions or presentation of current events in which reference to a particular candidate or to political or other public questions is incidental to the general purpose of the broadcasts."

Ses. 17. Part I of title III of such Act is amended by adding the following new section:

"LIMITATIONS ON QUASI-JUDICIAL POWERS

"Sec. 331. No license granted and issued under the authority of this Act for the operation of any radio station shall be modified by the Commission, except in the manner provided in section 312 (b) hereof, and no such license may be revoked, terminated, or otherwise invalidated by the Commission, except in the manner and for the reason provided in section 312 (a) hereof. No proceeding for authority to transfer a station license or to transfer stock in a licensee corporation under section 310 (b) of this Act shall be utilized by the Commission for the imposition of sanctions or penalties upon any licensee for his conduct as such or for alleged deficiencies in the operation of his station. When application is made for renewal of an existing license, which cannot be disposed of by the Commission under the provisions of section 309 (a) hereof, the Commission shall employ the procedure specified in section 309 (b) hereof, except that in any hearing subsequently held upon such application both the burden of proceeding with the introduction of evidence and the burden of proof shall be upon the Commission or those who oppose the granting of such renewal and pending such hearing and final decision pursuant thereto the Commission shall continue such license in effect."

Sec. 18. Part I of title III of such Act is amended by adding the following new section:

"LIMITATION ON RULE - MAKING POWERS; DISCRIMINATION PROHIBITED

"Sec. 332. No sanction shall be imposed or substantive rule or order be issued except within juristiction delegated to the Commission and as authorized by law. The Commission shall make or promulgate no rule or regulation of substance or procedure, the purpose or result of which is to effect a discrimination between persons based upon race, religious or political affiliation or kind of lawful occupation or business association."

Sec. 19. Part I of title III of such Act is amended by adding the following new section:

"INDECENT LANGUAGE; FALSE STATEMENTS

"Sec. 333. No person shall utter any obscene, indecent, or profane language, and no person shall knowingly make or publish any false accusation or charge against any person, or advocate the overthrow of the Government of the United States by force or violence, by means of radio communications."

Sec. 20. The heading of section 401 of such Act is amended to read:

"JURISDICTION TO ENFORCE ACT AND ORDERS OF COMMISSION; DECLARATORY ORDERS"

and such section is amended by adding at the end thereof a new subsection (d) as follows:

"(d) The Commission is authorized and directed, in its sound discretion and with like effect as in the case of other orders, to issue a declaratory order to terminate a controversy or remove uncertainty. Declaratory orders shall be issued only upon the petition of, and after notice to and opportunity for hearing by, persons who are bona fide applicants for, or the holders of, construction permits or licenses, or otherwise subject to the jurisdiction of the Commission, and shall not bind or affect the rights of persons who are not parties to such proceedings. Such orders shall be available to declare rights and other legal relations arising under the provisions of any treaty ratified by the United States under any provision of this Act, or under any order, rule, regulation, term, condition, limitation, or requirement issued, promulgated, or adopted by the Commission, whether or not involving failure to comply therewith."

Sec. 21. Section 402 of such Act is amended to read as follows:

"Sec. 402. (a) The provisions of the Act of October 22, 1913 (38 Stat. 219), as amended, relating to the enforcing or setting aside of orders of the Interstate Commerce Commission are hereby made applicable to suits to enforce, enjoin, set aside, annul, or suspend any order of the Commission under this Act (except those appealable under the provisions of subsection (b) hereof), and such suits are hereby authorized to be brought as provided in that Act. In addition to the venues specified in that Act, suits to enjoin, set aside, annul, or suspend, but not to enforce, any such order of the Commission may also be brought in the United States District Court for the District of Columbia.

"(b) Appeals may be taken from decisions and orders of the Commission to the United States Court of Appeals for the District of Columbia in any of the following cases:

"(1) By any applicant for any instrument of authorization required by this Act, or the regulations of the Commission made pursuant to this Act, for the construction or operation of apparatus for the transmission of energy, or communications, or signals by radio, whose application is denied by the Commission.

"(2) By any applicant for the renewal or modification of any such instrument of authorization whose application is denied by the Commission.

"(3) By any party to an application for authority to assign any such instrument of authorization or to transfer control of any corporation holding such instrument of authorization whose application is denied by the Commission.

"(4) By any applicant for the permit required by section 325 of this Act whose application has been denied by the Commission of any permittee under said section whose permit has been revoked by the Commission.

"(5) By the holder of any instrument of authorization required by this Act, or the regulations of the Commission made pursuant to this Act, for the construction or operation of apparatus for the transmission of energy, or communications or signals by radio, which instrument has been modified or revoked by the Commission.

"(6) By any other person who is aggrieved or whose interests are adversely affected by any order of the Commission granting or denying any application described in paragraphs (1), (2), (3), (4), and (5) hereof.

"(7) By any person upon whom an order to cease and desist has been served under section 312 (b) of this Act.

"(8) By any party to a proceeding under section 401 who is aggrieved or whose interests are adversely affected by a declaratory order entered by the Commission.

"(9) By any radio operator whose license has been suspended by the Commission.

"(c) Such appeal shall be taken by filing a notice of appeal with the court within thirty days after the entry of the order complained of. Such notice of appeal shall contain a concise statement of the nature of the proceedings as to which the appeal is taken; a concise statement of the reasons on which the appellant intends to rely, separately stated and numbered; and proof of service of a true copy of said notice and statement upon the Commission. Upon filing of such notice, the court shall

(Continued on page 85)

Bein' as
Christmas
is over
Here's
Wishin' you a

Happy
New Year

yrs. in CBS
Algy.

WCHS
Charleston, W. Va.

ROWELL NOW MEMBER SPEARMAN & ROBERSON

RUSSELL ROWELL, who left the New AM Facilities Section, Broadcast Division of the FCC Law Dept. in early September 1946 [BROADCASTING, Sept. 2, 1946] to join the Washington law firm of Spearman and Roberson, becomes a member of the firm, effective Jan. 1. Name of the firm, which has offices in the Munsey Bldg. in the capital, remains the same, it has been announced.

Mr. Rowell

Mr. Rowell's experience before joining Spearman and Roberson included more than nine years on the FCC legal staff. As a member of that staff he participated in many proceedings involving applications for new and increased facilities and in renewal hearings on matters involving station management, operation and programming.

From May 1942 until February 1946 Mr. Rowell was on military leave from the Commission. He served first as control officer of the Philadelphia Signal Depot and later was assigned to the Office of the Chief Signal Officer, Washington.

IN ATLANTA IT'S
WCON
THE ATLANTA CONSTITUTION STATION
ABC
NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY
Drawing by A. B. Frost from "UNCLE REMUS: His Songs and His Sayings" by Joel Chandler Harris, which first appeared in THE ATLANTA CONSTITUTION in 1879. Copyright 1908, 1921, by Esther La Rosa Harris. By permission of D. Appleton-Century Company, publisher.
WCON
5000 WATTS • 550 KC

CBS •

(Continued from page 20)

minute listening of any given sample of the radio audience.

CBS grew in 1947 from 162 to 174 stations, an all-time high. CBS now has affiliate stations in Alaska, Canada, Hawaii, the Philippines and Puerto Rico, as well as throughout the United States.

The network began construction of new FM plants for WEEI, Boston and KNX, Los Angeles. Plans are also being completed for the construction of additional FM facilities in Washington, D. C.

By the end of 1947 CBS will have transmitted an estimated total of 27,000 programs during the year, amounting to some 8,493 hours of air time. The largest single class of programs was news and sports (7,433 programs; 1,384 hours). However, drama (6,168 programs; 2,064 hours) consumed more actual time on the air. There were 15,825 sustaining programs consuming 5,045 hours as compared with 11,175 sponsored programs consuming 3,448 hours. Of music, there was a total of 6,899 serious, light and popular programs, amounting to 2,523 hours.

1914 C. S. (Sam) Jackson 1947

The late Mr. Jackson shown at the controls of the helicopter when he assumed the KALE managership last summer.

C. S. (Sam) JACKSON, 33, general manager of KALE Portland, Ore. and associate publisher of the *Oregon Journal*, was killed Dec. 21 when the *Journal's* helicopter, which he was piloting, crashed in a downdraft on a Portland golf course. Mr. Jackson, who was appointed to his KALE position last summer, was the grandson of C. S. Jackson, the *Journal's* founder.

He became interested in flying while attending Stanford U. and was awarded a private pilot's license in 1935. After his graduation from Stanford in 1937, he studied at the Harvard Business School before beginning his career with the *Sacramento Bee* circulation department. In 1938 he began work for the *Journal* in circulation and the newsroom.

Mr. Jackson volunteered for Naval aviation service in 1942 and was discharged as a lieutenant commander in 1945 when he returned to the *Journal* as associate publisher and Sunday and features editor. Last July he was appointed manager of the *Jornal's* station—KALE, but he also retained his newspaper positions.

He is survived by a 5-year-old son, Peter C. Jackson; his grandmother, Mrs. C. S. Jackson, and an uncle, P. L. Jackson, publisher of the *Journal*.

ABC's 1947 Gross

(Continued from page 19)

By Agencies (Contd.):

Cosby and Cooper	40,874
Alvin Wilder Advertising	40,560
Brooks Advertising Agency	32,739
M. H. Hachett Co.	30,585
No Agency	23,844
A. W. Lewin Co.	23,233
Ewell & Thurber Assoc.	23,177
William Von Zehle and Co.	21,479
Abbott Kimball Co.	16,296
John C. Dowd Inc.	14,712
Lockewood-Shackleford	13,728
Bruce Eldridge Advertising	12,312
Smith, Bull & McCreery	1,585
Samuel Lewis Advertising Agency	1,014
Total	$43,548,057

By Industrial Classifications

	1947
Foods and food beverages	$15,476,210
Drugs and toilet goods	11,200,995
House furniture and furnishings	2,920,030
Laundry soaps and housekeepers' supplies	2,897,237
Stationery and publishers	2,313,028
Financial and insurance	1,188,867
Automotive industry	1,144,414
Building materials	1,067,725
Cigars, cigarettes and tobacco	1,032,780
Confectionary and soft drinks	1,006,576
Radios, phonographs and musical instruments	874,213
Miscellaneous	829,740
Lubricants, petroleum products and fuel	540,615
Wines, beers and liquors	442,516
Clothing and dry goods	369,196
Jewelry and silverware	147,667
Paints and hardware	60,759
Sporting goods	23,177
Shoes and leather goods	12,312
Total	$43,548,057

CLEAR CHANNEL CASE FOR ATTORNEYS ONLY

FCC RULED last week that oral arguments in the clear channel case must be made by attorneys only, not by engineers.

The Clear Channel Broadcasting Service, whose case in chief was presented by its engineering director, President John H. DeWitt Jr. of WSM Nashville, had asked that engineers be allowed to handle technical phases of oral argument [BROADCASTING, Nov. 3].

Replying in a letter sent Dec. 23 to Louis G. Caldwell, CCBS counsel, FCC said:

. . . The Commission believes that the procedure suggested by you could not be free from doubt as to whether the Commission had not in fact reopened the hearing for further engineering testimony. Accordingly, the Commission is of the opinion that it will best conduce to the proper dispatch of business and to the ends of justice if the usual procedure used on oral argument is followed, namely, the presentation of the argument should be by attorneys only. Accordingly, your request is denied.

Oral argument on the long-drawn case is slated to start Jan. 19. Participants' briefs are due Jan. 5.

Dunphy to Air Games

DON DUNPHY is scheduled to broadcast the remaining nine Ivy League basketball games of the season, jointly sponsored over WHN New York by P. Lorillard Co. (Old Gold cigarettes) and Nedicks Stores Inc., New York. First game of the series was aired Dec. 12 with Bert Lee as announcer and Mr. Dunphy will announce his first game on Jan. 12, between Dartmouth and Princeton. Agencies are Lennen & Mitchell, New York, for P. Lorillard and Weiss & Geller, New York, for Nedicks.

Text

(Continued from page 83)

have exclusive jurisdiction of the proceedings and of the questions determined therein and shall have power, by order, directed to the Commission or any other party to the appeal, to grant such temporary relief as it may deem just and proper. Orders granting temporary relief may be either affirmative or negative in their scope and application so as to permit either the maintenance of the status quo in the matter in which the appeal is taken or the restoration of a position or status terminated or adversely affected by the order appealed from and shall, unless otherwise ordered by the court, be effective pending hearing and determination of said appeal and compliance by the Commission with the final judgment of the court rendered in said appeal.

"(d) Upon the filing of any such notice of appeal the Commission shall, not later than five days after the date of service upon it, notify each person shown by the records of the Commission to be interested in said appeal of the filing and pendency of the same and shall thereafter permit any such person to inspect and make copies of said notice and statement of reasons therefor at the office of the Commission in the city of Washington. Within thirty days after the filing of an appeal, the Commission shall file with the court a copy of the order complained of, a full statement in writing of the facts and grounds relied upon by it in support of the order involved upon said appeal, and the originals or certified copies of all papers and evidence presented to and considered by it in entering said order.

"(e) Within thirty days after the filing of an appeal any interested person may intervene and participate in the proceedings had upon said appeal by filing with the court a notice of intention to intervene and a verified statement showing the nature of the interest of such party, together with proof of service of true copies of said notice and statement, both upon appellant and upon the Commission. Any person who would be aggrieved or whose interest would be adversely affected by a reversal or modification of the order of the Commission complained of shall be considered an interested party.

"(f) The record and briefs upon which any such appeal shall be heard and determined by the court shall contain such information and material, and shall be prepared within such time and in such manner as the court may by rule prescribe.

"(g) At the earliest convenient time the court shall hear and determine the appeal upon the record before it in the manner prescribed by section 10 (e) of the Administrative Procedure Act (U. S. C. Ann., Supp., title 5, sec. 1001).

"(h) In the event that the court shall render a decision and enter an order reversing the order of the Commission, it shall remand the case to the Commission to carry out the judgment of the court and it shall be the duty of the Commission, in the absence of the proceedings to review such judgment, to forthwith give effect thereto, and unless otherwise ordered by the court, to do so upon the basis of the proceedings already had and the record upon which said appeal was heard and determined.

"(i) The court may, in its discretion, enter judgment for costs in favor of or against an appellant, or other interested parties intervening in said appeal, but not against the Commission, depending upon the nature of the issues involved upon said appeal and the outcome thereof.

"(j) The court's judgment shall be final, subject, however, to review by the Supreme Court of the United States as hereinafter provided—

"(1) an appeal may be taken direct to the Supreme Court of the United States in any case wherein the jurisdiction of the court is invoked, or sought to be invoked, for the purpose of reviewing any decision or order entered by the Commission in proceedings instituted by the Commission which have as their object and purpose the revocation of an existing license or any decision or order entered by the Commission in proceedings which involve the failure or refusal of the Commission to renew an existing license. Such appeal shall be taken by the filing of an application therefor or notice thereof within thirty days after the entry of the judgment sought to be reviewed, and in the event such an appeal is taken the record shall be made up and the case docketed in the Supreme Court of the United States within sixty days from the time such an appeal is allowed under such rules as may be prescribed.

"(2) in all other cases, review by the Supreme Court of the United States shall be upon writ of certiorari on petition therefor under section 240 of the Judicial Code, as amended by the appellant, by the Commission, or by any interested party intervening in the appeal, or by certification by the court pursuant to the provision of section 239 of the Judicial Code, as amended."

Sec. 22. Section 405 of such Act is amended to read as follows:

"Sec. 405. After a decision, order, or requirement has been made by the Commission or any panel thereof in any proceeding, any party thereto or any other person aggrieved or whose interests are adversely affected thereby may petition for rehearing. When the decision, order, or requirement has been made by the whole Commission the petition for rehearing shall be directed to the whole Commission; when the decision, order, or requirement is made by a panel of the Commission the petition for rehearing shall be directed to that panel; petitions directed to the whole Commission requesting a rehearing in any matter determined by a panel thereof shall not be permitted or considered* Petitions for rehearing must be filed within thirty days from the entry of any decision, order, or requirement complained of and except for those cases in which the decision, order, or requirement challenged is necessary for the maintenance or conduct of an existing service, the filing of such a petition shall automatically stay the effective date thereof until after the decision on said petition. The filing of a petition for rehearing shall not be a condition precedent to judicial review of any such decision, order, or requirement, except where the party seeking such review was not a party to the proceedings before the Commission resulting in such decision, order or requirement, or where the party seeking such review relies on questions of fact or law upon which the Commission has been afforded no opportunity to pass. Rehearings shall be governed by such general rules as the Commission may establish. The time within which an appeal must be taken under section 402 hereof shall be computed from the date upon which the Commission enters its order disposing of all petitions for rehearing filed in any case, but any decision, order, or requirement made after such rehearing, reversing, changing, or modifying the original determination shall be subject to the same provisions as an original order."

Sec. 23. Section 409 (a) of such Act is amended to read as follows:

"Sec. 409. (a) Notwithstanding the provisions of section 7 (a) of the Administrative Procedure Act (U. S. C. Ann., Supp. title 5, sec. 1001), all cases in which a hearing is required by the provisions of this Act or by other applicable provisions of law shall be conducted by the Commission or by the panel thereof having jurisdiction of the subject matter, or by one or more examiners provided for in section 11 of the Administrative Procedure Act, designated by the Commission. The officer or officers presiding at any such hearing shall have the same authority and duties exercised in the same manner and subject to the same conditions specified in section 7 of that Act.

"(b) Notwithstanding the provisions of section 8 of the Administrative Procedure Act, the officer or officers conducting a hearing shall prepare and file an intermediate report. In all such cases the Commission, or the panel having jurisdiction thereof, shall permit the filing of exceptions to such intermediate report by any party to the proceeding and shall, upon request, hear oral argument on such exceptions before the entry of any final decision, order, or requirement. All decisions, including the intermediate report, shall become a part of the record and shall include a statement of (1) findings and conclusions, as well as the basis therefor, upon all material issues of fact, law, or discretion, presented on the record; and (2) the appropriate decision, order, or requirement.

"(c) Notwithstanding the provisions of section 5 (c) of the Administrative Procedure Act, no officer conducting a hearing pursuant to (a) and (b) hereof shall, except to the extent required for the disposition of ex parte matters as authorized by law, consult any person or party on any fact or question of law in issue, unless upon notice and opportunity for all parties to participate; nor shall such officer be responsible to or subject to the supervision or direction of any other person engaged in the performance of investigative, prosecuting, or other functions for the Commission or any other agency of the Government. No person or persons engaged in the performance of investigative or prosecuting functions for the Commission or for any other agency of the Government shall participate or advise in the proceedings described in (a) and (b) hereof, except as a witness or counsel in public proceedings. The Commission shall not employ attorneys or other persons for the purpose of reviewing transcripts or preparing intermediate reports or final decisions, except that legal assistants assigned separately to a Commission member may, for such Commission member, review such transcripts and prepare such drafts. No intermediate report shall be reviewed either before or after its publication by any person other than a member of the Commission or his legal assistant, as above provided, and no examiner, who conducts a hearing, shall advise or consult with the Commission with respect to his intermediate report or with respect to exceptions taken to his findings, rulings, or recommendations."

(b) Subsections (b), (c), (d), (e), (f), (g), (h), (i), and (j) of section 409 are amended to read subsections (d), (e), (f), (g), (h), (i), (j), (k), and (l), respectively.

Sec. 24. Section 414 of such Act is amended by adding at the end thereof the following: "Except as specifically provided in this Act, the provisions of the Administrative Procedure Act, shall apply in all proceedings under this Act.

Sec. 25. This Act shall take effect upon the date of its enactment except section 5, which shall take effect upon the selection and qualification of the two additional commissioners provided for in section 4.

Sec. 26. If any provision of this Act or the application thereof to any person or circumstance is held invalid, the remainder of the Act and the application of such provision to other persons or circumstances should not be affected thereby.

*Changes are being considered which would permit the full Commission to call up panel actions for review.

Four New AM Outlets Granted by FCC; KNEB and WSKY Have New Assignments

FOUR NEW standard stations and improved facilities for two existing AM outlets were authorized last week by FCC. Two of the new grants are for daytime only facilities.

One of the new outlets, 250 w fulltime on 1340 kc at Hugo, Okla., went to Little Dixie Broadcasting Co., identified in ownership with KDUR Durant, Okla.

KNEB Scottsbluff, Neb., was granted modification of permit to change frequency from 960 to 970 kc. Outlet is assigned 500 w daytime. WSKY Asheville, N. C., was given power boost from 100 w to 250 w, fulltime, on 1490 kc.

The new stations and their ownership:

Hugo, Okla.—Little Dixie Broadcasting Co., 1340 kc, 250 w, unlimited. Co-partnership: O. A. Brewer, attorney; George Malone, president and 16 2/3% owner of KDUR Durant, Okla.; A. M. Kerr, Ada, Okla., attorney and 16 2/3% owner KDUR; W. R. Wallace, Oklahoma City attorney and 16 2/3% owner KDUR; and Elmer Hale, wholesale grocer, McCallister, Okla., and 16 2/3% owner KDUR. Messrs. Kerr, Wallace and Hale also hold 16 2/3% each in Eastern Oklahoma Broadcasting Co., AM permittee at Muskogee, Okla.

Morristown, N. J.—1250 kc, 500 w, daytime. Co-partnership: Kenneth A., George S., James R. and Olive S. Croy, owners-operators retail coal business.

Sylacauga, Ala.—Marble City Broadcasting Co. Inc., 1290 kc, 1 kw, daytime. Principals: James S. Stowers Jr., chief engineer WRFS Alexander City, Ala., president and 11% owner; Curtis O. Liles, announcer-salesman WFEB Sylacauga, vice president 27%; Henry J. Darden Jr., employed in father's furniture store, secretary 27%; Edward J. Smith, associated with father in National City Bank of Sylacauga, treasurer 27%; Paul H. Sarvis, lumber business, 6%, and Robert H. Arnold, hardware business, 2%.

Easton, Md.—Easton Broadcasting Co. Inc., 1480 kc, 1 kw, unlimited, directional. Principals: John N. Critchlow Sr., president Critchlow & Sons Inc., agricultural equipment and chemical firm, president and 56% owner; Roger E. Critchlow, vice president 34%; Margaret E. Critchlow, secretary 2%; John N. Critchlow Jr., treasure 2%; Elizabeth Evans, retired school teacher, director 2%.

LITCHFIELD, REYNOLDS TO RECEIVE PR AWARDS

PAUL W. LITCHFIELD, chairman of the board of the Goodyear Tire and Rubber Co., Akron, Ohio, will be awarded the 1947 Public Relations Award of the National Assn. of Public Relations Counsel Inc. at the annual dinner in New York in February, the association has announced.

Mr. Litchfield was chosen for the "greatest contribution during the year to the national welfare through public relations" because of sponsorship by his company of the weekly broadcast, *The Greatest Story Ever Told*. The program, a dramatization of the Bible, is heard Sundays 6:30-7 p.m. over ABC.

Another Public Relations Award will be made to Conger Reynolds of the Standard Oil Co. of Indiana for "doing the most to improve the techniques and applications of public relations through top-flight proficiency from the professional standpoint." Glenn Griswold and Denny Griswold, publishers of the *Public Relations News*, were voted a special award for their work in "interpreting to management, the public and the press the objectives and functions of sound public relations practice."

At Deadline ...

OVER 830 NEW STATIONS AUTHORIZED IN YEAR

BY YEAR'S END FCC will have authorized more than 830 new broadcast stations, survey of Commission records showed last week. By Dec. 24 grants for 1947 were divided: AM—444; FM—365, and TV—20. In its record year of 1946 the Commission authorized more than 1,160 new broadcast facilities [BROADCASTING, Dec. 23, 1946].

These 1947 additions swell total number of stations to: AM—1,513 licensed, 451 with construction permits; FM—83 licensed, 227 conditional grants, 739 CPs (of which 286 are on air under temporary authority), and TV—6 licensed, 66 CPs (of which 11 are on the air). There presently are 638 standard station applications pending, of which 378 are in hearing. FCC lists 57 FM requests pending with 55 in hearing while video applications pending total 67, with 33 in hearing. An estimated 89 AM applications are pending settlement of daytime skywave-clear channel case.

During the year 36 authorizations for new FM stations were vacated by grantees.

Rush of AM and FM applications has slackened considerably, Commission records indicate, while during past few months requests for television have begun to increase.

As of Jan. 1, 1947, there were 492 AM, 117 FM and 9 TV applications set for hearing. Up to Dec. 1 of this year 588 AM, 47 FM and 24 TV requests were designated for hearing. During same period 336 AM, 22 FM, and 2 TV applications in docket classification were disposed of without hearing and 262 AM, 81 FM and 6 TV requests were disposed of following hearing. As of Dec. 1 there were pending in dockets 482 AM, 61 FM and 25 TV applications.

During 1947 FCC approved 145 transfers and assignments. On Dec. 1 there were 96 AM and 25 FM transfer applications pending.

FORTUNE-TELLING; ASTROLOGY ISSUES IN CONCORD CASE

WHETHER fortune telling or astrological reading programs "by their nature tend to deceive or mislead the public, or are in any other respect contrary to the public interest" will be issue in hearing ordered by FCC on license renewal application of WEGO Concord, N. C. Licensed to Wayne M. Nelson and assigned 1 kw day on 1410 kc, station's operating authority has been extended to June 1, 1948, pending decision.

Commission order, issued Friday, called for hearing on following issues:

1. To obtain full information concerning the nature and character of the program service which has been rendered by the station with particular reference to the following:
(a) The amount of time which the station has devoted to the broadcasting of discussions upon important public issues.
(b) The amount of time devoted to broadcasts consisting of fortune telling and/or astrological readings based upon written statements and inquiries received from listeners to the station.
2. To determine whether the broadcasting of programs consisting of fortune telling or astrological readings by their nature tend to deceive or mislead the public, or, are in any other respect contrary to the public interest.
3. To determine the policy of the applicant for the future with respect to the matters covered in Issues 1 above.

FCC's file on WEGO renewal request included clipping from Kannapolis, N. C., *Daily Independent* dated Oct. 19, which announced that "El Haren" would be heard daily 9:30 a.m. beginning Oct. 20.

DIXIE NETWORK TO CARRY STROMBERG-CARLSON FM SERIES

BROADCASTS of Stromberg-Carlson-sponsored *Treasury of Music* (Fri., 8:30-9 p.m.) will be carried five Friday nights in January by Dixie FM network, in addition to Continental network, Hudson Eldridge, manager of WASH Washington, announced Friday.

Dixie network also will carry Continental's Friday night 8-8:30 orchestral sustaining program, *Continental Capers*, which originates in Stromberg-Carlson studios, Rochester, N. Y., effective Jan. 2.

Continental is carrying the Stromberg-Carlson series until Jan. 31 by special permission of James C. Petrillo, AFM president. AFM members are not allowed to play on FM networks, with this exception.

Stations in Dixie network include FM affiliates of following AM stations: WBBB Burlington, N. C.; WGNC Gastonia, N. C.; WGBR Goldsboro, N. C.; WHPE High Point, N. C.; WRAL Raleigh, N. C.; WCEC Rocky Mount, N. C.; WSTP Salisbury, N. C.; WSIC Statesville, N. C.; WAIR Winston-Salem, N. C., and WMRC Greenville, S. C. Programs also may be carried on WIST Charlotte and WOPI Bristol, Tenn.

PARAMOUNT TELEVISION HEARING POSTPONED

FCC HEARING on extent of Paramount Pictures' ownership in six television companies, and whether "control" is involved [BROADCASTING, Dec. 1], postponed Friday from Jan. 5 to March 1. Paramount had asked for continuance because of conflicting engagements of Washington counsel, Hogan & Hartson.

Film company claims FCC erred in previous ruling that Paramount "controls" five television licensees or grantees, which is maximum number permitted by Commission rules. Companies involved in hearing include Allen B. DuMont Labs, which operates WTTG Washington and WABD New York and has grant for WDTV Pittsburgh and application for Cleveland; Balaban & Katz Corp., Chicago (WBKB); Television Productions, Hollywood (KTLA); New England Theatres, Boston applicant; United Detroit Theatres, Detroit applicant; Interstate Circuit, Dallas applicant.

U. S. DELEGATION NAMED TO FREQUENCY BOARD

MEMBERS of U. S. delegation to Provisional Frequency Board, to convene at Geneva Jan. 15, announced Friday by State Dept., with Ray C. Wakefield, former FCC Commissioner, as representative and chairman [BROADCASTING, Dec. 22]. Appointment approved by President Truman.

Advisers will be Capt. Gordon L. Caswell, USN; Lt. Col. Randolph V. Fite, Army; Carl W. Loeber, FCC; Lawton S. F. Meaker, Dept. of the Air Force; Newbern Smith, Dept. of Commerce; Nathaniel White, Dept. of the Army. Administrative assistant will be Helen S. Norman, Dept. of State. Serving for industry will be F. C. Alexander, Mackay Radio & Telegraph Co.; R. D. Campbell, AT&T; H. H. Edwards, RCA; C. E. Pfautz, RCA; W. E. Weaver, Aeronautical Radio.

Closed Circuit

(Continued from page 4)

subcommittee recommended him as its choice at final screening of remaining three firms last week.

NAB department heads spent pre-holiday period drafting explanations of budget items to justify increased expenditures planned for 1948. Reports occasioned by rumbles from stations affected by increased dues. Whole matter of dues may get new going-over when NAB board meets in February.

FOUR TV APPLICATIONS

FOUR NEW TELEVISION applications reported by FCC: Times-Picayune Pub. Co., operator WTPS New Orleans, requesting Channel 7 (174-180 mc), 21.5 kw visual and 18.0 kw aural effective radiated power; Empire Coil Co. Inc., Niagara Falls, N. Y., Channel 13 (210-216 mc), 25.6 kw visual, 13.46 aural; WWSW Inc., Pittsburgh, licensee WWSW that city, Channel 10 (192-198 mc), 23.8 kw visual, 11.9 kw aural; Stromberg-Carlson Co., licensee WHAM Rochester, N. Y., Channel 6 (82-88 mc), 16.82 kw visual, 17.82 kw aural. WWSW asked that its request be included with Pittsburgh consolidated hearing involving Empire Coil (TV grantee in Cleveland and applicant also in Boston and Waterbury, Conn.), Westinghouse Radio Stations Inc., Allegheny Broadcasting Corp. and WPIT Inc.

JOHN SALT, program director of BBC North Region, Manchester, England, died there Friday, according to BBC New York. Mr. Salt, in his early 40s, joined BBC in 1936 as program director in Manchester.

President

(Continued from page 4)

member of this Commission. Though leaving official life, I assure you that my interest and cooperation will continue undiminished.

"Respectfully,
"EWELL K. JETT."

Friday, 3:30 p.m.

White House advance news release:

"The President tomorrow will give recess appointments to the FCC to Wayne Coy, of Indiana, and George E. Sterling, of Maine. The appointment of Mr. Coy will be effective immediately; that of Mr. Sterling, on Jan. 1, 1948.

"Mr. Coy will be designated by the President as Chairman of the Commission. His appointment is to fill the vacancy created by the resignation of Charles R. Denny, effective Oct. 31, 1947. The appointment of Mr. Sterling is to fill the vacancy created by the resignation today of Ewell K. Jett, effective at the close of business on Dec. 31, 1947.

"Since Mr. Denny's resignation the FCC has functioned with six members. The resignation of Commissioner Jett today, together with the departure of Commissioner Edward M. Webster in January for a Conference relating to safety of life at sea in London, would reduce the number of sitting members to four and thus their unanimous action would be required to carry on the business of the Commission. It is essential that Mr. Webster attend the London Conference. The President is, therefore, making recess appointments of Mr. Coy and Mr. Sterling in order that the Commission may have more than a quorum during the time that it is necessary for Commissioner Webster to be absent."

super salesmen

Don Goddard

Jay Latimer

Mel Allen

AROUND THE CLOCK

on WINS

Jack Lacy

Johnny Clarke

Jack Eigen

Now not one but six ace personalities are taking an active part in WINS 24 hour programming, thus resulting in a winning combination all day (and night) long.

Forming these blocs of shows that mean better than ever listening are (in order of air appearance): Johnny Clarke, the wake up man who gets listeners off to work on time; Jack Lacy, the lady's man who brightens up daily chores with his recorded musical sessions; Don Goddard, the news man who twice a day—at noon and early evening—reports latest world developments; Jay Latimer, the special events man who gives New Yorkers an inside glimpse of daily events in their town; Mel Allen, the popular sportscaster who emcees a three hour record program, the "Mel Allen Show", every afternoon; and last, but not least, Jack Eigen, the Broadway-Hollywood reporter who takes the all-night stand as he invites listeners and celebrities to "Meet Me At The Copa."

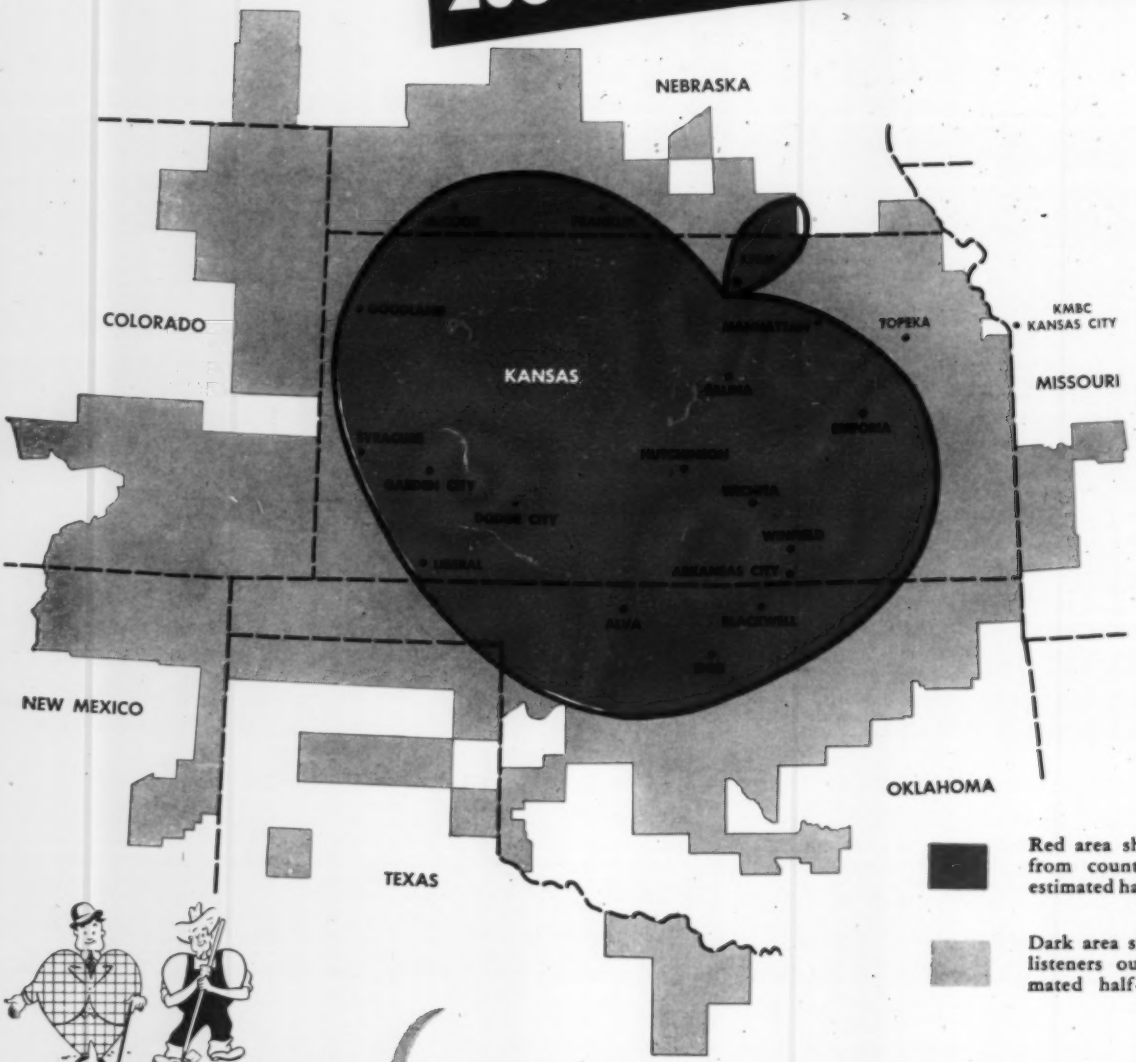
This around-the-clock spotting of live talent plus WINS stronger, clearer signal over New York proves that more than ever before WINS means business! Regardless of what time of day best suits your needs, WINS now offers you top performance morning, noon and night. But these personalities can speak for themselves. Put one—or a combination of them—to work for you and let them show you results of their salesmanship. See why more and more advertisers are finding that 1010 on the dial is the buy.

CROSLEY BROADCASTING CORPORATION

WINS
50KW New York

COVERAGE!

208 COUNTIES in the 1st WEEK!



Red area shows solid response from counties within KFRM's estimated half-millivolt contours.

Dark area shows response from listeners outside KFRM's estimated half-millivolt contours.

KMBC
of Kansas City
KFRM
for Kansas Farm Coverage

Nationally Represented
by Free & Peters, Inc.

KFRM, KMBC's 5,000-watt daytime affiliate station for rural Kansas at 550 Kc, was born December 7—full grown, complete with audience. In just 7 days, listeners in 208 counties in 7 states had been heard from. That's quick proof of a big audience. Quick proof of listener acceptance for KFRM's programming by KMBC of Kansas City. A study of the accompanying map, which superimposes KFRM's estimated half-millivolt contours on its first week's mail map, shows how the youngest member of the KMBC-KFRM team has hit the jackpot for listeners and advertisers alike.

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